

LEARNING / G1
Children surf Web for homework research at parish clubhouse

BUSINESS / B1
PAL expects profit to fall due to high fuel costs

NEWS / A10
Filipino indie wins in int'l film festival in India

ACROSS / A19
Soldier gets life for illegal detention of 6 civilians

Retrieve another sunken toxic cargo, gov't urged

By Nestor P. Burgos Jr.
Inquirer Visayas

ILOILO CITY—THE MAYOR OF CULASI town has called on government agencies to fast-track the location and removal of 10 metric tons of toxic chemical from the cargo ship MV Ocean Papa that sank off Antique at the height of Typhoon "Frank" last month.

RETRIEVE A6

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS
Monday, July 21, 2008 ★ 12 sections / Vol. 23 / No. 227 P18 online: www.inquirer.net

MMDA chair moves to close nomination

By Gabriel Cardinoza
Inquirer Northern Luzon

LINGAYEN, PANGASINAN—Bayani Fernando isn't content with merely offering himself up as the administration's presidential candidate in 2010.

MMDA A6



Diesel rolled back ₱1.50

Pope to youth: Spurn 'spiritual desert'

SYDNEY, AUSTRALIA—Pope Benedict XVI on Sunday said a "spiritual desert" was spreading throughout the world and challenged young people to shed the greed and cynicism of their time to create a new age of hope for humankind.

The appeal came as Benedict wrapped up a visit to Australia that touched on the themes that have defined his 3-year-old papacy, including the struggle to rejuvenate a crisis-battered Church, reaching out to other faiths and raising global warming as an important issue among his 1.1 billion-strong flock.

Speaking at a Mass before some 250,000 Roman Catholic pilgrims and a television audience of millions more, Benedict urged young Christians to be agents of change because "the world needs renewal."

POPE A18





WORLD YOUTH DAY Pope Benedict XVI greets the crowd before the final Mass at the World Youth Day at the Randwick Racecourse in Sydney. At left, he kisses a baby upon his arrival at the racetrack on the Popemobile.

Festival leaves pilgrims exhausted but joyous

SYDNEY, AUSTRALIA—HE WAS World Youth Day's undisputed star, but for the more than 200,000 pilgrims who flooded Sydney, it wasn't just about Pope Benedict XVI.

From a dramatic recreation of Christ's crucifixion to a massive sleep-out under the stars, the whirlwind week of events held plenty of highlights that left pilgrims exhausted but joyous.

"It's been crazy, hectic, manic—but it's also been serene, calming and very fulfilling," said Margaret Mazzella, 48, of Westchester, New York, as she rested on a sleeping bag and picked at a tuna sandwich following the festival's final Mass on Sunday. "From cathedrals, to sleeping in the school on the floor."

"We're loving it!" fellow parishioner Joanne Nicci cut in with a grin.

"We're not loving it!" a bleary-eyed Mazzella shot back, laughing. "But looking back, it was all worth it."

Around her, a sea of yawning but still-smiling pilgrims who spent their last night huddled together during a giant sleep-out under the stars at a horse racetrack exchanged good-byes with their new friends. Few got much rest, choosing instead to sing throughout the night as they have for the past week.

Sleep was not much of a feature at the festival, which fea-

PILGRIMS A18

Petron, Shell respond to President's appeal

By Christine O. Avendaño and Abigail L. Ho

RESPONDING TO PRESIDENT MACAPAGAL-ARroyo's appeal, oil firms in the country, led by industry leader and partly government-owned Petron Corp., cut the price of diesel by P1.50 a liter effective at 12:01 a.m. today.

The rollback came less than 48 hours after the oil firms raised the price of diesel by P3 a liter, fueling the ire of public transport groups that threatened to go on a massive strike. It was the single biggest increase to date in the price of diesel, which is used by public buses and jeepneys, and the 22nd adjustment since January for a total of P24.

At a rare Sunday news conference, Press Secretary Jesus Dureza announced the cut in the price of diesel, particularly by Petron and Pilipinas Shell Petroleum Corp.

Dureza said Ms Arroyo had instructed Executive Secretary Eduardo Ermita, "in coordination with Energy Secretary Angelo Reyes," to appeal to these two main players in the oil industry for a rollback in the diesel price.

"And we are happy to announce that there was a positive response from the oil companies," Dureza told reporters.

"By midnight Sunday, which will effectively be Monday, a rollback of P1.50 for diesel fuel will be made effective."

It was the third cut in the price

DIESEL ROLLED BACK A15

2 oil firms earned ₱70B, says lawmaker

OIL COMPANIES IN THE COUNtry have been raking in huge profits amid soaring fuel prices, according to Cebu Rep. Eduardo Gullas.

But Petron Corp. said its earnings were small compared with other industries, while Pilipinas Shell Petroleum Corp. said it was just making "reasonable financial returns."

Gullas yesterday called on the Department of Energy to use its powers under the Downstream Oil Industry Deregulation Law to prevent oil companies from possible pricing abuses.

Pilipinas Shell and Petron have accumulated a combined net profit of almost P70 billion since the law was passed 10 years ago, the lawmaker said, citing regulatory filings of the two companies.

Shell, which controls 31 percent of the domestic market, earned P33.99 billion from 1998 up to the first quarter of this year, while Petron netted P35.18 billion during the same period, he said.

Gullas said similar figures pertaining to Chevron Philippines Inc. (formerly Caltex) were not readily available. He said the last report from the company showed it had a net profit of P2.75 billion in 2006.

OIL FIRMS A15



WEST SIDE STORY STARS London's West End Filipino star Joanna Ampil is welcomed by Christian Bautista, her costar in the Philippine production of "West Side Story," upon her arrival at the Naia. Ampil played "Kim" in "Miss Saigon" in London and Sydney.

Middle, upper classes' discontent political TNT

By Amando Doronila

ANALYSIS

PRESIDENT MACAPAGAL-ARroyo has smashed her own record as the most unpopular leader that Filipinos ever had in the past 22 years that span four administrations.

The plunge in Ms Arroyo's net public satisfaction rating to negative 38 points from 26 three months ago, as tracked by Social Weather Stations in its 2008 second quarter poll survey, represented a 12-point dive.

It surpassed her previous low of negative 33 points in May 2005, when her administration was rocked by political turbulence sparked by her intervention in the Commission on Elections count of results of the 2004 presidential election.

The SWS' June 27-30, 2008, survey result marked the fourth consecutive quarterly drop in Ms Arroyo's net rating since June 2007.

This suggests that the erosion of Ms Arroyo's public satisfaction rating has taken an apparently irreversible momentum during the past 12 months.

If the administration were operating under a parliamentary system, this steep plunge and the downward trend in Ms Arroyo's ratings would have sparked a

MIDDLE A6

Filipino talent gives dose of good music, healing

By Christian V. Esguerra

SEVENTY-YEAR-OLD JOANNE Good was growing anxious.

Trapped in her hospital bed the past three months, the leukemia patient was looking forward to only one thing each day—a "jamming" session with her music therapist Rita "Rich" Antonia Abante.

"Where's Rich?" Joanne asked her attending nurse at the Florida Hospital in Orlando.

"She'll be arriving shortly," the nurse told her restless patient.

Garbed in a white medical gown, Rich, 26, showed up as promised with her guitar, a song binder, and her familiar million-dollar smile. "Why don't we try writing a song for today?" she asked.

Joanne got excited, her thoughts traveling back to a loved one she had not seen in a while. She began talking about Michelle, the first of her grand-

HEALING A11



HEALING MUSIC Rita Antonia "Rich" Abante plays the piano at her family home in Makati City.

Second FRONTPAGE



Reproductive health bill loses backer

Archbishop says Batangas solon changed his mind, apologized

LAWMAKERS PUSHING FOR A REPRODUCTIVE HEALTH and population control bill in the House of Representatives have lost an ally.

[illegible]

'Jay,' Andong' Cinemalaya winners

[illegible]





End to attacks assured after MILF reprimands men

By Nikko Dizon in Manila and Nash B. Maulana, Inquirer Mindanao

A TOP OFFICIAL OF THE MORO Islamic Liberation Front expects attacks against government troops to completely stop after MILF leaders reprimanded their erring commanders and pacified impatient members following the recent breakthrough in the stalled peace talks.

"We're not only expecting a decline, but a stoppage to the attacks ... we assure you," Eid Kabalu, MILF spokesperson told the Inquirer by phone.

Kabalu said there was an "explanation made to the five men on the ground" who were apparently made to understand the [illegible] by the stalled peace talks.

"There already was a meeting of the minds," he said.

In a separate interview over dzBB radio yesterday, Kabalu admitted that some of the skirmishes with government forces in June were instigated by some "hotheads" in the group who had become impatient over the impasse in the peace talks.

Those MILF commanders and members have been "pacified," he said in Filipino.

"We understand the legitimacy of their demands but we came with a steady explanation to them, added to the fact that there was this agreement reached last week," Kabalu said.

The MILF launched 60 attacks against government troops in May and June alone and Armed Forces Chief of Staff Gen. Alexander Yano had appealed to the MILF leadership to "show control over renegades and wayward elements within the MILF."

The Armed Forces of the Philippines over the weekend expressed optimism the security situation in Mindanao would "dramatically improve" following the breakthrough reached last week by the GRP-MILF panels on the contentious ancestral domain issue.

"We expect that the formal negotiations would resume soon and, after four decades, lasting peace is finally coming to Mindanao," AFP spokesperson Lt. Col. Ernesto Torres Jr. had said in a statement.

The peace talks had stalled because of the ancestral domain issue but are expected to resume after the Philippine government and MILF reached a breakthrough last week when the two panels agreed to drop the word "freedom" in reaching a deal to create an ancestral homeland for three million Muslims in Mindanao.

The panels settled on the phrase "aspirations of the Bangsamoro people" in an executive meeting on July 16 in Kuala Lumpur. The agreement earlier said "aspirations of the Bangsamoro for freedom."

But Presidential Peace Adviser Hermogenes Esperon Jr. said the wording on ancestral domain would still have to be discussed once the peace talks resume.

President Macapagal-Arroyo is expected to get the comments of the Cabinet on the government's peace package with the MILF in an executive meeting on Tuesday at a military camp in Maguindanao.

Government sources said Ms Arroyo might officially announce a breakthrough in the peace process during her visit.

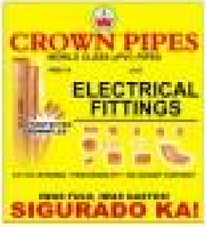
Peace and poverty alleviation will be the primary agenda of the Cabinet meeting to be held at the 6th Army Infantry Division headquarters in Awang, Maguindanao, officials said.

Undersecretary Virgilio Leyretana, who is also chair of the Mindanao Economic Development Authority said the allied Mindanao [illegible] system might also be discussed since it is a major factor affecting food production.

Ms Arroyo is also to visit Tuesday the Regional Executive Office of the Autonomous Region in Muslim Mindanao (ARMM) where she and her Cabinet would be received by regional counterparts led by Gov. Zaldy Uy Ampatuan.

Before this, the President will attend Monday a meeting of the Central Mindanao Regional Development Council hosted by the National Economic and Development Authority as well as government agencies and local government units in Koronadal, South Cotabato.





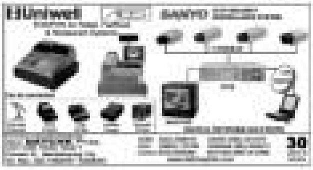


INQUIRER





Coast Guard hopes Sulpicio will pay for fuel in search



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2 Ces Drilon kidnap suspects nabbed

TWO TEENAGERS, SUSPECTED KIDNAPpers of ABS-CBN news anchor Ces Drilon, her crew and a professor, were arrested Friday in Patikul, Sulu, a military spokesperson said yesterday.

Authorities identified one of them as Nadzmir Asgarul, alias Abu Radjana, 18. The military withheld the identity of the other suspect, a 14-year-old, in keeping with editorial policy. Both were residents of Patikul.

In a text message, Navy spokesperson Lieutenant Col. Edgard Arevalo said the suspects were apprehended at a checkpoint put up by the 5th Marine Battalion.

"The arrest came in the wake of a positive identification provided by local operatives. One of the apprehended suspects—a minor clad in camouflage uniform and wearing an inverted cap (sic) in the clandestine footage taken by [cameraman] Jimmy Encarnacion while they were in captivity," Arevalo said.

Drilon, Encarnacion, assistant cameraman Angelo Valderrama and Mindanao State University professor Octavio Dinampo were abducted by armed men on June 8 and were released nine days later. *Nikko Dizon*











Middle, upper classes' discontent political TNT



Electoral bastions gone

Most reviled

VAT as a tool

Handouts not working

Public judgment



MMDA chair moves …

Feeling people's pulse

Sticking by GMA


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Retrieve another sunken toxic cargo of chemicals, mayor urges agencies

From page A1

Mayor Aida Alpas on Saturday said she had asked the Philippine Coast Guard (PCG) and the Department of Environment and Natural Resources (DENR) to retrieve the carcinogenic chemical toluene diisocyanate (TDI) contained in 88 drums aboard the sunken vessel.

TDI is a main ingredient in the production of flexible polyurethane foam and is used in manufacturing synthetic leather, coated fabrics, paints and adhesives. The chemical can cause severe irritation of the skin and eyes and affects the respiratory, gastrointestinal and central nervous systems if inhaled or ingested.

"The chemical has long-term carcinogenic effects on humans," said a report of the DENR's Environmental Management Bureau.

"It is of utmost importance that the toxic cargo is located and removed," Alpas said in a telephone interview.

The Ocean Papa sank at noon on June 21 near Manamoc Island, [illegible] kilometers from the coast of Culoni, which is [illegible] km north of the provincial capital of [illegible].

2 killed

The vessel's captain, [illegible], and another crew member perished while two others were reported as missing. Twenty-four crew members were rescued, the PCG has said.

The sinking of the Ocean Papa happened at almost the same time that the MV Princess of the Stars owned by Sulpicio Lines capsized off Sibuyan Island in Romblon, leaving more than 800 people dead.

The Princess of the Stars also carried 10 tons of the deadly pesticide endosulfan which authorities want to remove to prevent damage to the environment and allow the retrieval of hundreds of fatalities trapped in the vessel.

Coast Guard divers have failed to locate the missing containers from the Ocean Papa, which are believed to have been thrown overboard as the ship sank.

Alpas said Culion residents, fearing contamination, were refusing to eat fish. Alpas also feared that any leak would harm the coral reefs and other marine life.

Monitoring teams

The provincial health officer, Dr. [illegible], had sought to allay fears of contamination, saying there had been no reported case of exposure to TDI.

The Department of Health (DOH) and the Bureau of Fisheries and Aquatic Resources (BFAR) have sent monitoring teams to the site of the sunken cargo vessel to determine any risk to marine life and the health of residents.

"What is important is that the containers with the toxic substance are not opened and exposed," Lydia [illegible], the DOH regional director, said in a telephone interview.

Dr. [illegible] of the DOH regional office earlier said Culion residents had been alerted not to open olive green-colored drums if these were found and to turn them over to the PCG or the DENR.

[illegible] Ong, BFAR regional director, on Saturday said that she had requested the BFAR central office to send a surveillance vessel to conduct water sampling in the area.

Ong said the release of such a large amount of toxic substance would result in massive fish kills.

Detection equipment

Commodore William Melad, PCG-Western Visayas commander, earlier said he had sent a tugboat to the area to assist the location of the container vans.

He said the PCG had also talked with representatives of the owner of the cargo ship, [illegible], to bring underwater detection equipment to help locate the drums containing TDI.

Melad said the shipowner had already contracted a firm to salvage the ship and that salvaging operations were to begin in two weeks.

The PCG has constituted a special Board of Marine Inquiry to investigate the sinking of the Ocean Papa and the MV Lake Paoay.

The Lake Paoay, a cargo ship operated by [illegible], sank off the coast of Carles town in Iloilo on June 22. The ship was transporting 5,000 metric tons of coal from Semirara Island to a coal-fired power plant in Toledo City in Cebu.







Asean security meet to tackle food, disaster issues, too

Highest level of contact

Challenges highlighted by dispute

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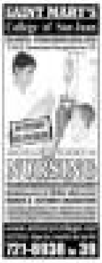
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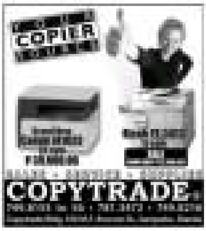

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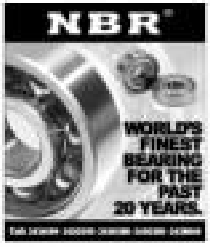

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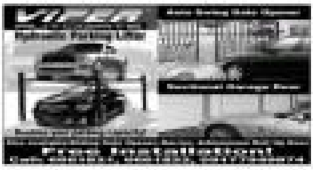

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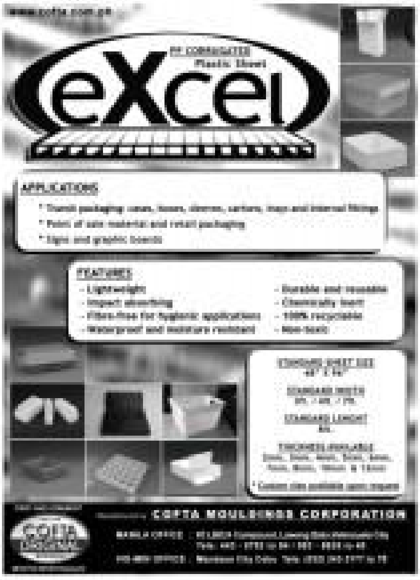

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Senators laud GMA for cut in diesel prices

[illegible]

Diesel ro back ₱1.

From page A1

[illegible]

Disappointing

[illegible]

Farce

[illegible]





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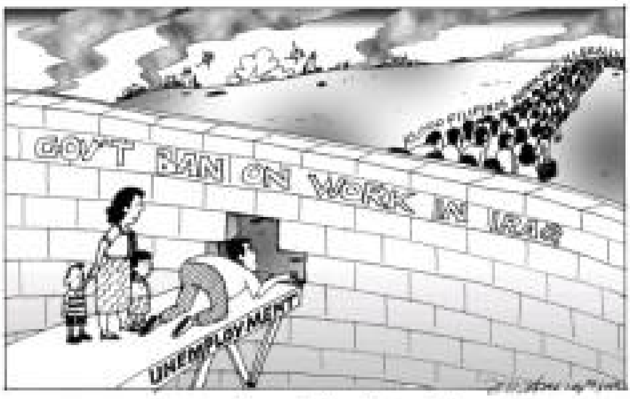
PHILIPPINE DAILY INQUIRER

OPINION

Motor's running

EDITORIAL

[illegible]



Meralco defends itself

AS I SEE IT

Neal H. Cruz

[illegible]

Astonishing

THERE'S THE RUB

Conrado de Quiros

[illegible]

If the bishops wrote to the poor

COMMENTARY

Denis Murphy

Sabah past, present and future

KRIS-CROSSING MINDANAO



Noralyn Mustafa

Legalizing prostitution

THE LONG VIEW



Manuel L. Quezon III

On handwritten notes from senior citizens

REVEILLE

Ramon J. Farolan





Happiness is a proud son

LETTERS



FVR had no hand in SSS housing investments

Honesty awakens compassionate faith

Sulpicio's 'good luck'

Filipino talent gives dose of good music, healing

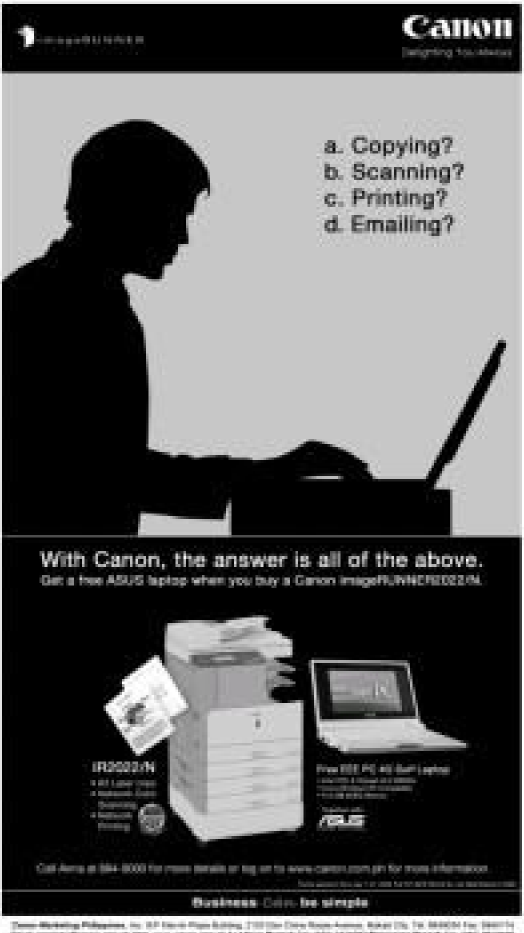
Combining music, science

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Something special







Pope to youth: Spurn 'spiritual desert'

See you in Madrid

In fine health



Pilgrims exhausted but joyous

Slew of events

Infectious friendliness

Not joyous for everyone

Speedy Pope

Request to slow down

Sense of fun

Uplifting moment

Across the NATION

Soldier gets life for kidnap of 6 civilians

PROSPERIDAD, AGUSAN DEL SUR—A REGIONAL Trial Court judge here has sentenced an Army soldier to life imprisonment in a landmark ruling related to the involuntary disappearance in 2000 of six civilians suspected of being New People's Army sympathizers.

Gunmen abduct 5 in Basilan



TINALAK FESTIVAL

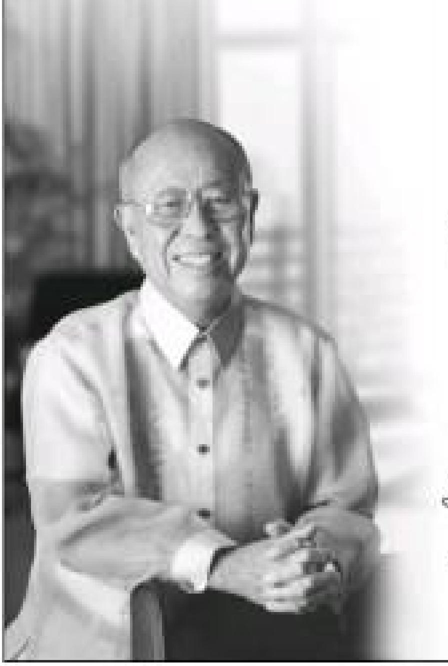
Dancers perform during the street dancing competition Friday as South Cotabato culminates its weeklong 8th T'nalak Festival in Koronadal City. T'nalak is an indigenous term for colorful cloth woven by T'boli women.

Farmer leader gunned down in Masbate

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YVONNE S. YUCHENGCO
President
Malayan Insurance Co., Inc.

Baguio City holds final earthquake memorial



CHILDREN were treated to wall climbing and slides on Sunday as part of the city's "Final Earthquake Memorial" program along downtown Baguio.

102 areas in Iloilo prone to landslides after 'Frank'

NPA rebels raid mining firm



The Fight Continues

The **Philippine Insurers and Reinsurers Association (PIRA)**, the umbrella organization of non-life insurance companies in the country, will **continue to fight the government's shameless plan to take over the Compulsory Third Party Liability (CTPL)** insurance for motor vehicles.

The insurance industry is in turmoil owing to the draconian and Machiavellian measures GSIS is employing to confuse the public and to drive a wedge and foster disunity among industry players.

This is not just a fight for our basic right to do business. This is a fight against government intrusion into private business. **This is a fight for PRINCIPLES and ETHICS**. Despite the position that the GSIS espouses branding industry practitioners, insurers and intermediaries alike as the bad guys, we are steadfast in our belief that the insuring public and the Filipino people at large can see through the smokescreen that the GSIS and its minions are creating. We put our trust and hope that the truth will prevail, and that good will triumph over evil. As the saying goes, by their fruits you shall know them.

We reiterate and stand by the following:

1. **The GSIS Monopoly is unconstitutional.**
2. **The GSIS Monopoly is not good for the insuring public**, as all other monopolies have proven themselves to be through history.
3. **The GSIS Monopoly goes against their very own charter**, which prohibits them from diminishing the private sectors' business.
4. **The implementation of the GSIS Monopoly will go against the Insurance Code** that prohibits government agencies such as the LTO from acting as "insurance agents" or tax collectors.
5. **The GSIS Monopoly takes away the business of licensed agents and brokers** and this will mean a loss of jobs and livelihood during these difficult times.
6. **The GSIS Monopoly will be a precedent and will give the GSIS the audacity and impetus to go after other remaining businesses of the private insurance industry**, like comprehensive motor and fire insurance policies.
7. **The GSIS Monopoly will not be regulated like other industry players.** The GSIS is NOT under the supervision of the Insurance Commission. Where then will the motorists file their complaints?

The fight goes on.

No to GSIS CTPL Monopoly.

Tuloy ang laban! Walang urungan!

THROUGH AND BY VIRTUE OF THE MEMBERSHIP'S MANDATE IN THE SPECIAL MEMBERSHIP MEETING OF PIRA HELD ON 16 JULY 2007, THE FOLLOWING MEMBERS OF PIRA HAVE EXPRESSED THEIR SOLIDARITY AND FULL SUPPORT BEHIND THE ACTION OF PIRA TO CHALLENGE THE LEGALITY OF DOTC D.O. No. 2007-28.

AFP General Insurance Corp.
Alpha Insurance & Surety Co., Inc.
Alliedbankers Insurance Corporation ***
Asia Insurance (Philippines) Corp.
Asia United Insurance, Inc.
BF General Insurance Co., Inc.
BPI/MS Insurance Corporation
Cibeles Insurance Corporation
CCC Insurance Corporation
Cap General Insurance Corp.
Centennial Guarantee Assurance Corp.
Commonwealth Insurance Co.
Corporate Guarantee & Insurance Co., Inc.
Country Bankers Insurance Corp.
Covenant Assurance Co., Inc. ***
Eastern Assurance & Surety Corp.
Equitable Insurance Corporation
Far Eastern Surety & Insurance Co., Inc.
Federal Phoenix Assurance Co., Inc.
FLT Prime Insurance Corp.
Filman General Assurance Corp.***
First Integrated Bonding & Ins. Co., Inc.
Fortune General Insurance Corp.
Great Domestic Ins. Co., of the Phils.
Industrial Insurance Co., Inc.
Intra-Strata Assurance Corp.
Investors Assurance Corp.
Liberty Insurance Corporation
MAA General Assurance Phils., Inc.
Mercantile Insurance Co., Inc., The
Meridian Assurance Corporation
Metropolitan Insurance Co., Inc.
New Hampshire Insurance Co.
New India Assurance Co., Ltd., The
Northwest Insurance & Surety Co., Inc.
Oriental Assurance Corporation
Pacific Union Insurance Co.
Paramount Life & General Insurance Corp.
People's General Insurance Corp.
PGA Sompo Japan Insurance Inc.
Philippine British Assurance Co., Inc.
Philippine Charter Insurance Corp.
Philippine Fire & Marine Insurance Corp.
Philippines First Insurance Co., Inc.
Philippine General Insurance Corp.
Philippine Phoenix Surety & Insurance, Inc.
Pioneer Asia Insurance Corp. ***
Pioneer Insurance & Surety Corp.
Plaridel Surety & Insurance Co.
PNB General Insurers Co., Inc.
Premier Insurance & Surety Corp., The ***
Prudential Guarantee Assurance, Inc.
Reliance Surety & Insurance Co., Inc.
Republic Surety & Insurance Co., Inc.
Security Pacific Assurance Corp.
Solid Guaranty, Inc. The
Standard Insurance Company, Inc.
Stronghold Insurance Company, Inc. ***
Summit Guaranty & Insurance Co., Inc.
Travellers Insurance & Surety Corp.
UCPB General Insurance Co., Inc.
Utility Assurance Corporation
Valuegen Financial Insurance Co., Inc.
Visayan Surety & Insurance Corp.
Western Guaranty Corporation

***"THESE COMPANIES STRONGLY DENY THAT THEY HAVE AUTHORIZED GSIS TO INCLUDE THEM IN ITS 14 JULY 2008 ADVERTISEMENT"



Pinoy deported from Sabah locked kids inside cabinet



DEPORTED FILIPINOS

Traders slam LTO extortion in weigh bridge in Butuan

Frequent brownouts in ARMM worry Sulu execs

NEWSBRIEFS

Body of another sunken vessel passenger found

Number of dengue cases up in Pangasinan towns

Parents appeal junking of rape case vs ex-mayor

Briton drowns in Bataan

'Malunggay' tree planting



Capiz lost P1.9B due to 'Frank,' says disaster body







More Sports on A29 to A32

Late SPORTS



A DOUBLE-TEAM try fail to Magnolia's Asi McCaskill and Bonebo... [illegible]

Ginebra, Magnolia scuttle Final 4 foes

By Musong R. Castillo

"WE DON'T KNOW HOW WE GOT HERE. WE JUST KNOW that we're here," said Red Bull coach Yeng Guiao just after qualifying outright for the Smart Fiesta Cup semifinals.

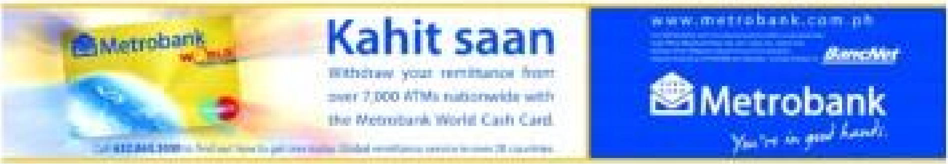
[illegible]



Aplus METRO
Editor Ester G. Dipasupil

DID YOU KNOW

[illegible]





ROAD OBSTRUCTIONS

[illegible]

METRO Citizen's call

Potential danger

[illegible]

Reasonable fair hike?

[illegible]

Thugs in uniform

[illegible]

2 men injured, 5 vehicles damaged in grenade blast

Explosive hurled by man on motorcycle

TWO MEN WERE HURT WHILE five vehicles were damaged when a motorcycle-riding man threw a grenade in front of a businesswoman's house in Pandacan, Manila, yesterday.

[illegible]

Car thieves get busy on a weekend in QC

THIEVES STRUCK SEVERAL times over the weekend in Quezon City, making off with a van and a still undetermined amount of cash and valuables from three other vehicles.

[illegible]



METROBRIEFS

Body found floating in creek

[illegible]

Missing girl



[illegible]

MMDA to vendors: Get off the sidewalk

[illegible]

Car thieves . . .

From page A20

[illegible]

J.C. BINAY FOUNDATION

STAR and

Rudy Giuliani, K.B.E.

LEADERSHIP in Times of Crisis

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July 29, 2008 • Rizal Ballroom, Makati Shangri-La Hotel
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Priority table for 12 : P 300,000.00 (VAT inclusive)
Priority Individual Seat : P 25,000.00 (VAT inclusive)
Standard Table for 12 : P 242,000.00 (11 + 1 seat free)
Individual Tickets : P 22,000.00 (VAT inclusive)

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Vicky De Leon at 894-3493 • Aiza de Villa 817-9558
Vicki Pastoriza for Cebu inquiries at 0999-3000701

Registration

Welcome remarks and Awarding of Key to the City of Makati
- Hon. Jejomar C. Binay, Mayor of Makati, with Hon. Rudy Giuliani

TALK
- Mr. Oscar M. Lopez, Chairman & CEO, First Philippine Holdings Inc. & Benpres Holdings Inc.

"Leadership in Times of Crisis"
- Hon. Rudy Giuliani, former Mayor of New York City

Q & A With Mr. Giuliani

Media Conference
- Mr. Giuliani with select members of the media (by invitation only)

LUNCH BREAK

Book signing

Presentation
- De La Salle University

Presentation
- Philippine Star

"The Principle of the Higher Purpose"
- Butch Jimenez, SVP, Philippine Long Distance Telephone Co.

"Coming out of a Crisis, Stronger and Wiser"
- Ms. Cito Beltran, ABS-CBN & ANC

Coffee break

Roundtable Discussion with Mr. Giuliani
- includes: H.E. Peter Beckingham (British Embassy), Hon. Jejomar C. Binay (Mayor of Makati), Mr. James Lafferty (Procter and Gamble, Phils.), Ms. Loida Nicolas-Lewis (Business Leader), Bro. Armin Luistro (DLSU), and Ms. Ana Marie Pamintuan (Phil. Star).
- Moderator: Ms. Cheche Lazaro

Recap of Talks
- Ms. Cheche Lazaro

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ITD

Cambodia informs UN of alleged Thai incursion

[illegible]

Obama opens a foreign tour in Afghanistan

[illegible]



OBAMA on a mine resistant ambush protected vehicle during an exhibit at Camp Arifjan, Kuwait, on July 18.

[illegible]

Japan to give nationality to illegitimate children

[illegible]

WorldBriefs

S. Korea PM accuses Japan of jeopardizing regional peace

[illegible]

Nato air strike kills 9 Afghan policemen

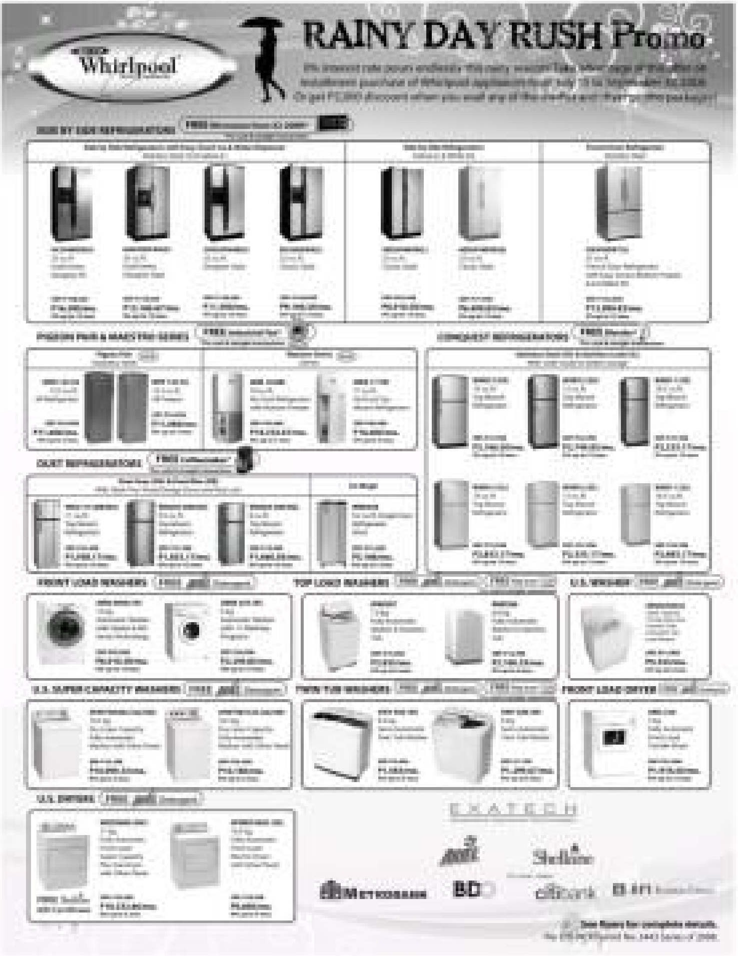
[illegible]

Nepal assembly fails to elect first president

[illegible]

Malaysia police chief, AG barred from Anwar probe

[illegible]



The WORLD

Pope sexual abuse apology not enough, some victims say

SYDNEY—POPE BENEDICT XVI'S HISTORIC APOLOGY FOR CHILD sex abuse by Catholic priests should have been made to a cathedral full of victims rather than clergymen, activists said over the weekend.

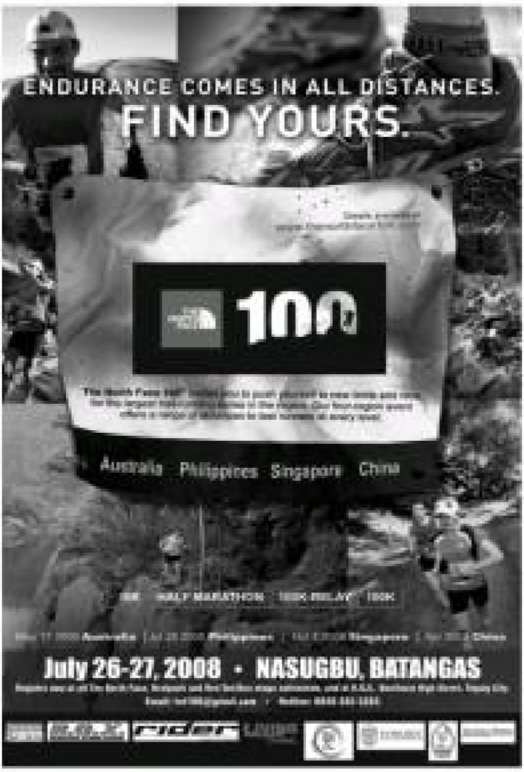


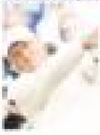
ANTHONY (left) and Christine Foster, whose two daughters were abused by a priest in Melbourne years ago, pose outside St. Mary's Cathedral in Sydney on July 19. The couple described the apology on July 19 by Pope Benedict XVI for sex abuse by Australian clergymen as disappointing. AP



Kidnappers of 5 Britons in Iraq claim 1 victim committed suicide

Nuke talks with Iran end in stalemate





WHAT'S INSIDE

■ 'Shark' seizes 2-stroke lead in howling gusts /A30

SPORTS

Editor Teddyvic S. Melendres Assistant Editor Francis T.J. Ochoa

17 days to the 29th Summer Olympics

Beijing 2008

Falcons trip Warriors; Tams gore Tigers

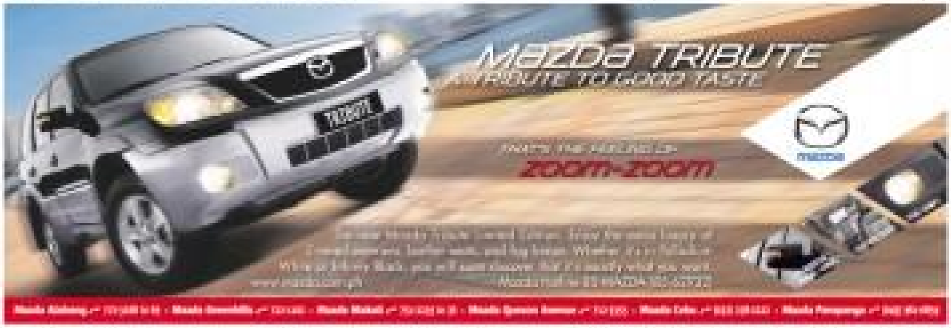


THE WARRIORS' Raphael Reyes collars a rebound off the Falcons' Marc Agustin at the height of UE's fiery fightback in the fourth quarter.











'Shark' seizes 2-stroke lead in howling gusts

Birkdale batters field; Harrington, Choi share 2nd





Morales bests Thai, keeps WBO crown

Lions battle Altas; PCU-SSC clash up

Quezon, P'panga gain Liga finals

Serious Asian Beach Games bid by Pinoys



SPORTSWATCH

Villar graces PSA Forum

Makati 4-cock derby today

'Mini Rambulan' kicks off

4-city Milo races draw 60,000 bidders





MICHAEL ZALDIA jumps into the home plate after scoring Batangas' sixth run in the sixth inning. At left is Dumaguete catcher Ednon del Socorro.

Bulls derail Unibikers

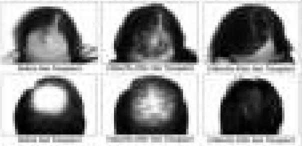
Eguia, Laurel shine as Batangas zeroes in on title

By Marc Anthony Reyes

VLADIMIR EGUIA pitched ... Laurel ... as Batangas stopped Dumaguete, ... yesterday ... Philippines Series ... Rizal Memorial ballpark.

The 20-year-old Eguia, ... from the University of the Philippines, ...

PERMANENT AND NATURAL HAIR



A. PINEDA MEDICAL CLINICS

Kia Carens honored as the Best Value Family Car by Parenting Magazine of the US



The Kia Carens proves its versatility as it was recently named a "Best Value" by US Publication, Parents Magazine and Edmunds.com in their annual list of Best Family Cars. Parents cited the optional third row, allowing seating for seven, as just one of the reasons the Carens is a perfect choice for families.

In addition to the third row and the price, parents listed the hidden storage under the cargo area, split folding rear seats and the front and rear power outlets as additional benefits of the Carens.

The Carens was tested by Parents Magazine in real life situations. Judging was based not only on the car's specifications but on the family's specific needs in terms of storage space, ease of car-seat installation and handling.

Perfect for families and friends, the Carens captures the best of both the multi-purpose vehicle and sports utility vehicle segments with a dynamic, crossover design and layout. With its purposeful and confident appearance, the Carens exudes next-generation, sporty yet sophisticated appeal. A true powerhouse with a 2.0 CVVT Gasoline or 2.0 CRDi Diesel engines, the Carens is equipped with a 5 or 6-speed manual gearbox or with a 4-speed automatic transmission.

Columbian Autocar Corporation is the authorized distributor of the Carens in the Philippines.

Columbian Autocar Corporation wins coveted KIA Asia-Pacific Dealer of the Year Award

Columbian Autocar Corporation (CAC), manufacturer and distributor of KIA in the Philippines, bested 18 other countries in the Asia-Pacific Region to win the 2008 KIA Dealership of The Year Award.

The award was presented to Felix J. Mastrog, Jr., CAC President and COO by H.K. Lee, Senior Vice-President and COO of KIA MOTORS, as...

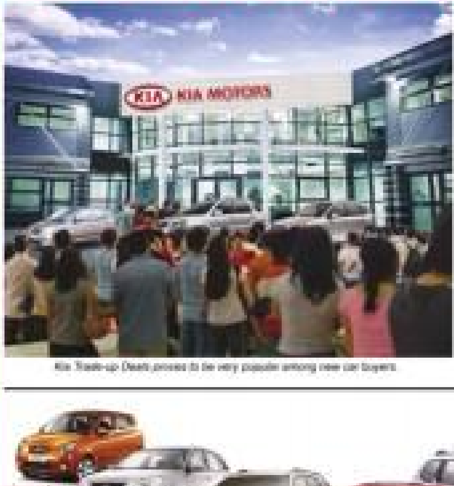
Turn to Page 20

Solutions to fuel price hike

Hundreds swarmed local Kia dealerships this month with high hopes of owning one of their many vehicle models. The constant rise in fuel prices has forced many to consider the fuel-efficient and practical brand popular for its affordable, yet value laden products. The Carens, Carnival, Sorento, Sportage, Rio and Picanto became instant superstars as they all possessed the much coveted...

Turn to Page 18

KIA TRADE-UP DEALS Hits the Country by Storm

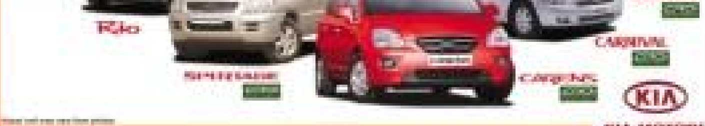


Kia Trade-up Deals proves to be very popular among new car buyers

Get the highest appraisal value for your car when you trade-up to a brand new Kia

Take advantage of Kia's great big offer! Imagine driving home a Brand New Kia for your current car model. It's a super upgrade deal that only KIA can deliver.

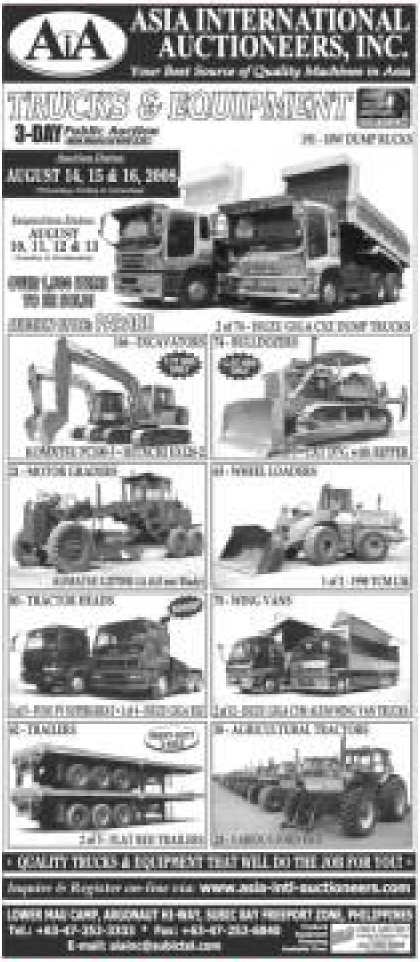
For more details, visit your nearest KIA dealership today.



KIA MOTORS

KIA AUTHORIZED DEALERS / SALES OUTLETS

SPORTS



Evans keeps lead; Alps climb begins



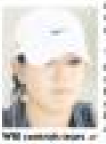
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Greece, Croatia make Olympics

[illegible]



Wie DQ'd for late signing of scorecard

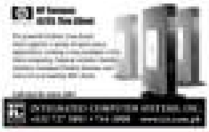


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Massa boosts Ferrari on top

[illegible]





BUSINESS

Editor: Raul D. Marcelo • Assistant Editor: Corrie S. Narisma



PAL sees sharp profit drop due to high fuel costs

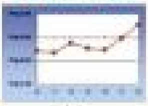
Cost-cutting measures seen bringing savings of $15M a year

By Doris L. Lucas

FLAG CARRIER PHILIPPINE Airlines (PAL) expects to report "significantly lower" earnings for the year as soaring fuel costs eat into its margins, the company's top official said.

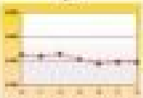
IN THIS ISSUE

CURRENCIES



STOCK MARKET

PSE COMPOSITE INDEX



Listless trading seen

PLDT sme nation | Page 01

"Jiǔyǎng", says the Dragon Alliance















PAL sees sharp profit drop due to high . . .

From page B1

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Avoiding the tradeoff

No Free Lunch



Cielito F. Habito

Building a zoo?

Policy and actions

Win-win

GSIS plans to invest another $400M abroad

By Michelle V. Remo

Republic of the Philippines
Since 2001, the Bureau of the Treasury has issued over P378 Billion Retail Treasury Bonds
8.50% 3- YEAR RTBs DUE 2011
9.00% 5- YEAR RTBs DUE 2013
Offer Period: July 18-29, 2008
Issue Date: July 31, 2008
Minimum Investment: P5,000 and in multiples of P5,000 thereafter
Investors' Briefing Schedules:
Joint Issue Managers and Joint Issue Coordinators
DBP
Selling Agents

PERLAC
"Maximize your Dollar and Peso Growth Potential"

Gov't sets aside ₱300M for palay incentive program

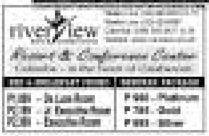
By Amy R. Remo

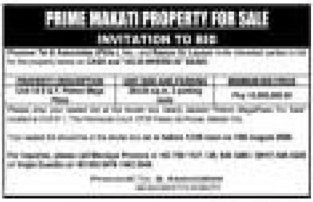
THE DEPARTMENT of Agriculture has set aside P300 million for a new incentive program for palay farmers who will sell their rice to the National Food Authority.

Agriculture Secretary Arthur C. Yap announced in Bulacan last week that from August to December this year,

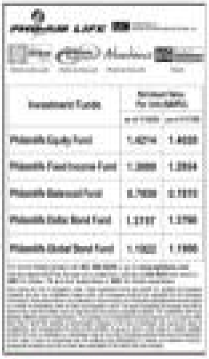
GOV'T [illegible]





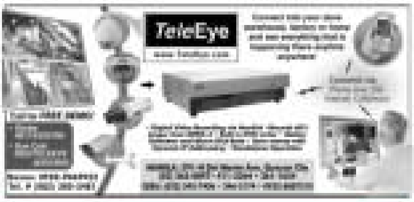


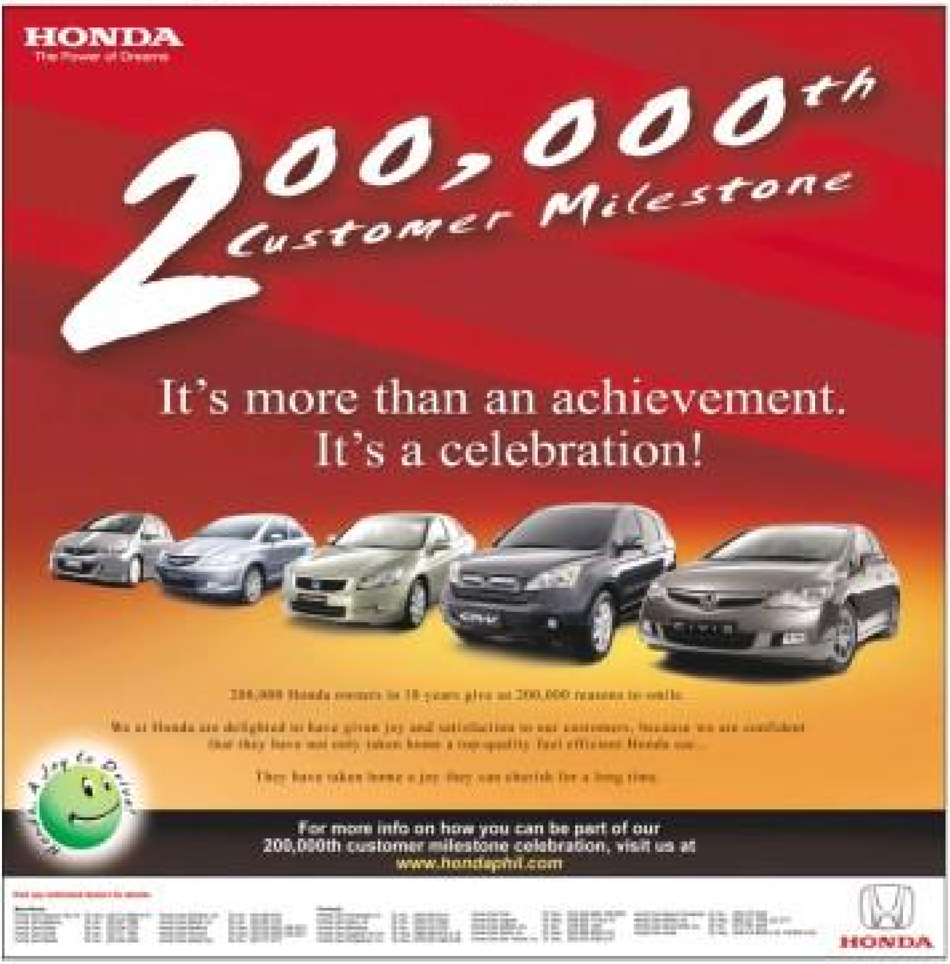












MSMEs stand to get more funds with Magna Carta

JOINT STATEMENT OF SUPPORT

DATEM, INC., in cooperation with Autodesk, Inc., support the government's efforts against software piracy.

DATEM, INC. fully believes in and supports the cause of Autodesk, Inc. The illegal use of unlicensed software must be put to a stop.

The use of illegal software adversely affects the Philippine economy. Illegal software use is also a criminal offense under Republic Act No. 8293. Copyright infringement is punishable by imprisonment terms from 1 to 9 years and a fine from P50,000 to P1,500,000.

DATEM, INC. urges all persons, companies, and corporations to use only legal, licensed software.

Autodesk

By Ronnel W. Domingo

MICRO, SMALL AND MEDIUM ENTERprises now have a better chance of securing loans as the Magna Carta for MSMEs, [illegible]

[illegible]

Mag-negosyong Hi-tech na!

JAVELIN

Everybody needs ID Cards

Tigrat

726-3991 to 98

TKC Steel plans entry into iron ore mining

By Elizabeth Sanchez-Lacson

[illegible]

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[illegible]

Bank loans seen rising 10% in '08

DA counts on irrigation to boost crop production

Gov't sets aside ...

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August 13-15, 2008

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Fitch Ratings to maintain 'stable outlook' on RP

Sees slower growth at 5.5 percent

By Elizabeth Sanchez-Lunzon

INTERNATIONAL CREDIT-rating firm Fitch Ratings is keeping its stable outlook on the Philippines despite mounting concerns about the impact of rising commodity prices on the country's fiscal targets.

Maintaining a healthy fiscal position ranks high on Fitch's to-do list for the Philippines, followed by worries over inflation risks.

Fitch Ratings head of Asia Sovereigns James McCormack said the country's fiscal deficit might likely overshoot government forecasts this year especially if the government implements a subsidy program to help households deal with higher food and energy prices.

"Even with subsidy numbers we're using, we didn't anticipate making any changes to the rating because it wouldn't fundamentally change the structure [of the country's] public financing," McCormack said following a forum sponsored by Unionbank at the Philippine Stock Exchange in Pasig City.

"The reduction in debt and deficit for the past couple of years have been good, so the extent that if there will be a subsidy program to be introduced as a response to higher commodity prices, we view that as a cyclical and not a structural issue," McCormack added.

He also said the Bangko Sentral ng Pilipinas was faced with a tough decision to bite the bullet now with another interest rate increase after its 50-basis point hike in key rates to curb accelerating inflation, which could also soften economic activity.

Fitch sees weaker GDP growth at 5.5 percent this year from 7.3 percent in 2007, which already assumes more interest rate increases by the central bank. Fitch's growth projection is a tad below the government's forecast of between 5.7 to 6.0 percent.

"It's weaker than last year but still a reasonable growth," McCormack said.

"Depending on where inflation is, that tells you where the policy rates needs to be. If inflation goes higher then clearly interest rates will move higher as well," McCormack said.

"This is not an easy decision for the central bank. With prices moving higher but (economic) growth moving lower, that is probably the worst combination for any central bank, so it becomes a difficult task to judge the proper balance between raising rates to control inflation but already having negative growth effects," McCormack added.

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Country	Unit	Euro Equivalent	Dollar Equivalent	Peso Equivalent
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

No winners, just losers in new battle in Bataan

Row over BEZ takes a turn for the worse

SPECIAL REPORT





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Net 'hot' money outflows hit $417M

Reflection of risk aversion caused by global economic slowdown

By Michelle V. Remo

Petron expands depot

By Abigail L. Ho

MacroAsia sees higher sales

GSPI's $1.6-B plan still uncertain

By Ronnel W. Domingo

SBC expansion in full swing

SOUTHERN LEYTE ELECTRIC COOPERATIVE, INC.

INVITATION FOR BIDS

AFP RETIREMENT AND SEPARATION BENEFITS SYSTEM
Camp General Emilio Aguinaldo, Quezon City

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

WARNING TO THE PUBLIC

Our client, JVC (PHILIPPINES), Inc., is the exclusive marketer and distributor of JVC Products in the Philippines.

It has received reports that smuggled and/or counterfeit JVC car audio products are being sold in **BANAWE, QUEZON CITY, MAKATI, PARAÑAQUE, LUCENA, BACOLOD** and **DAVAO CITY** by certain individuals, who are not connected with nor authorized by JVC (PHILIPPINES), INC. and in the process falsely representing that they sell, manufacture, or distribute JVC car audio products that originate or come from JVC (PHILIPPINES), INC., taking illegal / unfair advantage of the goodwill and popularity of the "JVC" trademark. Such acts constitute criminal and civil offenses under the Philippine Intellectual Property Code (R.A. 8293) and would subject any offender to the penalty of imprisonment, fine, payment of indemnity or damages and confiscation of products.

JVC (PHILIPPINES), INC. has already taken steps and gathered the evidence necessary to implicate these individuals and initiate legal action against them such as the conduct of raids pursuant to a valid search and seizure warrant in order to stop the sale, smuggling, unlawful counterfeiting, infringement and unfair competition against the JVC trademark and products.

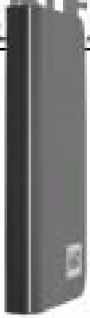
Those individuals concerned are demanded to immediately cease and desist from further engaging in the unauthorized sale and distribution of these smuggled and / or counterfeit JVC car audio products or otherwise suffer the fullest extent of the penalties prescribed under the law.

Jimenez Gonzales Bello Valdez Caluya & Fernandez
JGLaw
Counsel for JVC (Philippines), Inc.

InfoTech



MY Passport Studio



MY Passport Essential



MY Passport Elite

Store and carry data in style

By Raquel P. [illegible]

DIGITAL DATA IN THE FORM of photos, music and videos churned out by home and work computing devices and gadgets, which include the ubiquitous cell phone, now run in trillions, with home computing devices alone producing an estimated 3.6 terabytes (trillion bytes, or TB) of digital data according to Craig Davis of Western Digital, the world's second largest manufacturer of hard drives.

According to Davis, demand for storage for personal use alone may go up to 5TB, with 84 percent of it used to store digital photos, while music, video clips, personal video and movies account for the remaining space.

The current explosion of digital data has been driving the growth of storage devices, particularly external hard drives that are portable and big in capacity.

People, said Davis, are seeing the need to back up their personal files which are considered invaluable and irreplaceable.

Western Digital has been focusing on the consumer market for external portable hard drives and has put claim as the No. 1 manufacturer of external storage.

Western Digital's My Book series of external portable hard drives that feature vent holes on top of the device which spell out a message in Morse code are quite popular among photographers and people involved in graphics designing.

Recently, the company introduced "My Passport" series of rainbow-colored portable hard drives aimed at the ordinary consumers who wish to store music, video and photo files and carry these files wherever they go.

My Passport portable hard drives—which come in Essential, Elite and Studio types—weigh only 5 ounces and are pocket-able, like an actual passport.

Described as a "travel-friendly" storage device, My Passport drives are aimed for the "lifestyle" market (like every other gadget in the market today) with flyer images of young mobile people carrying their most important files like music and school-work.

"The desire to carry and keep personal digital files close at hand is a growing trend, and these new devices offer sleek and stylish solution with plenty of storage capacity for consumers on the move," said Davis.

My Passport drives feature the new and encryption software. The encryption software guards against data theft.

Data are protected with a 128-bit encryption, deterring any attempt to copy or steal the files.

To manage the files, the My Passport drives also feature the Google Desktop Search.

My Passport Essential (P6,650 for the 320 GB capacity) has a USB 2.0 interface and comes in rainbow colors of midnight black, cool red, intense blue, vibrant pink, brilliant orange, super sunny yellow, [illegible], white, [illegible], cherry red and ultra [illegible].

It also carries a three-year warranty.

My Passport Elite (P8,450 for the 320 GB capacity) has a USB 2.0 interface and comes in bronze, titanium, and Western [illegible] blue and cherry red colors.

This storage device allows users to retrieve forgotten files. And with the MioNet software installed in this storage device, you can also access your files remotely in your desktop at home just by connecting the storage device to any Internet-connected PC (for example, a laptop) that is installed with the MioNet software as well.

The MioNet software that goes with the My Passport Elite offers a range of possibilities. For a fee that you pay on the MioNet website, the user of My Passport Elite could opt to choose for a premium service, like having the ability to see from your remote laptop the videos taken by a home desktop camera, or sharing of files among several desktops, Davis said.

The silver color My Passport Studio (P9,995 for the 320 GB capacity) are designed for Mac users. It is equipped with USB 2.0 and Firewire 800 interfaces—ports that are usually found in a Mac PC.

Apple's Time Machine backup software utility also works well with this storage device.



For Canon, it takes more than technology to woo consumers





THE PORTABLE Canon Selphy



Printing glossies made cheap











With 'secret phone,' LG hopes to crack market



LG's KF750

By Riza T. Olchondra

HOPING TO CARVE for itself a larger chunk of the local market, LG Electronics (LGE) Philippines has come out with a new flagship phone, the KF750 or "Secret Phone."

The company expects to sell 300,000 Secret Phones—LG's answer to the iPhone—by December, or a little more than five months from now, said Arf Hong, LGE Philippines president and CEO.

"We see young people buying the phone for the big touchscreen, [and] good design," Hong said in a recent interview. "And you can't tell if it's [designed] for male or female [users]. So many young people can enjoy it."

While Hong admits that the phone will not likely give Philippine market leader Nokia a run for its money, he has expressed optimism that LG's "secret phone" will make enough dent in the market through consumers who are willing to try alternative phones.

"We are not going for [number] No. 1, but we hope the Secret Phone will not remain a secret, but become a popular phone and make our brand more memorable to phone users," Hong said.

The phone, which retails for almost P25,000, is just 11.8mm thick. LGE touts it as the slimmest 5-megapixel camera phone on the market.

The slider phone has a large screen that takes up most of its front panel. It complements its 5-megapixel camera with a Movie Maker software. The phone also has a radio tuner, with HSDPA and Bluetooth connectivity on top of the usual GSM connection. The phone packs a 180MB internal memory, which is expandable to 4GB external via microSD card.



THE SECRET Phone slides out.

Make way for the 'tera era'

WITH THE RECENT ANNOUNCEMENT of its second-generation one terabyte hard drive, the Deskstar 7K1000.B, Hitachi Global Storage Technologies has virtually ushered in a new age in technology that it has dubbed the "tera era."

As the amount of digital information created, captured and duplicated around the world continues to grow at an unprecedented, unrelenting pace, Hitachi hopes to assist with media content, videos, and increasing capacity to create an entirely new landscape for enterprise and consumer data storage with the release of the Deskstar 7K1000.B, the world's most energy-efficient 7,200 RPM one terabyte (1TB) hard drive.

The Deskstar 7K1000.B provides an exceptional blend of power efficiency and performance, making it an ideal solution for power-friendly consumer and commercial PCs.

The new three-disk design improves idle power consumption up to 43 percent over its 1TB predecessor, which was already among the industry's most energy-efficient hard drives.

Enhanced protection against data loss and piracy is provided via Bulk Data Encryption (BDE), which is available as an optional feature to users.

Hitachi is also shipping the Deskstar E7K1000, designed to provide high-capacity storage for low-duty-cycle, 24x7 applications.

Hitachi debuted the industry's first 1TB hard drive in January 2007 to address consumers' insatiable appetite for storage capacity.

Entire libraries of photos, movies, music and games are increasingly being stored and accessed from a variety of digital entertainment and mobile devices within the home.

As the distribution of video content to social networking sites and to handheld devices becomes more commonplace, storage capacity requirements will only rise.



Hitachi's latest analysts drive delivers the performance and capacity required for today's increasingly mobile digital lifestyle.

Connect, manage, boost with a slide of a switch

D-LINK INTERNATIONAL, ONE OF THE world's biggest suppliers of network products, unveils the latest member of its wireless G family—the D-Link Wireless G Access Point (DAP-1150).

The versatile 3-in-1 DAP-1150 allows consumers to use the device in three different ways to extend wireless coverage, enabling a wireless home network to cover all dead spots.

"With technology becoming increasingly integrated and productive, the DAP-1150 provides the convenience of three wireless functions in one package," said Mr. Desmond Teh, Marketing Director of D-Link International Pte Ltd. "These functions are housed within a stylish jet black D-Link casing and come with WMM (Wi-Fi Multimedia) to ensure the prioritizing of data packets, thus improve the qualities of VoIP and real time multimedia streaming."

More than just an access point, the 802.11g DAP-1150 can be configured to operate as a central hub for wireless users, as an AP client to connect another access point, or as a repeater to extend the network's wireless coverage to cover all dead spots.

These flexible operations can be switched on with just a slide of a button.

Wi-Fi Protected Setup(TM) (WPS) certified, the DAP-1150 enables a secure wireless network to be easily configured.

Working hand in hand with the D-Link Setup Wizard, the DAP-1150 allows a wireless network to be set up simply in a number of minutes.

The D-Link DAP-1150 wireless G Access Point will be available at authorized retailers and distribution partners in September.



THE D-LINK Wireless G Access Point.

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Glide gently in a gondola under the Rialto Bridge along the Grand Canal. Return to romance, only at...





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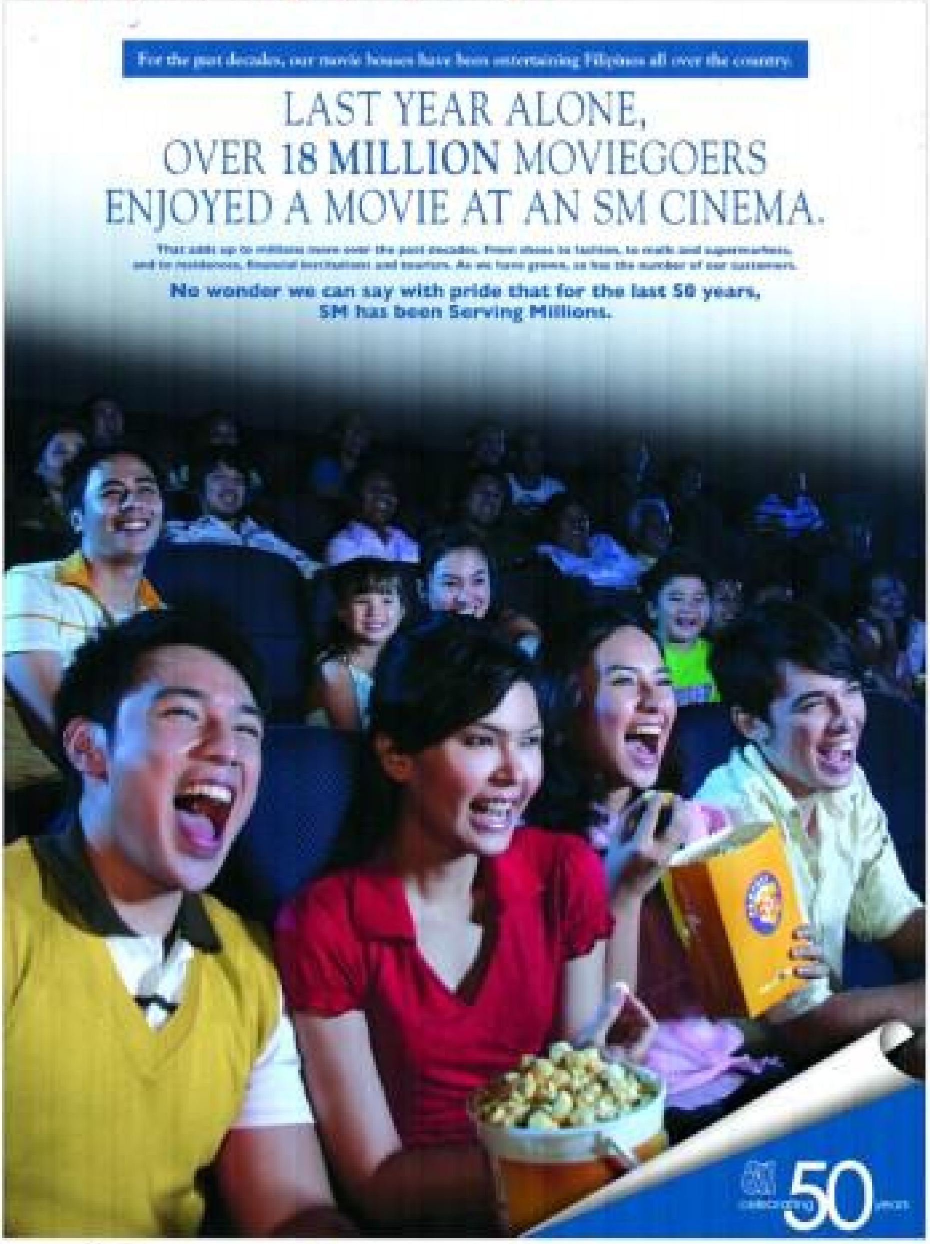
BUSINESS Monday

MONEY MAKEOVER

Financial woes made bearable for payday-to-payday couple

By Ma. Salve Duplito
INQUIRER.net

YOU CAN'T BE young, often reckless with money, dependent on your parents





Don't compromise.
My bank is Maybank.
Maybank

Financial woes made bearable ...

'Don't be afraid to make mistakes. Invest, set up a business or businesses and dream—now, today, while you are still young and there is plenty of time to recover and try again. If income increases, expenses should stay the same. Don't shop if you're hungry. Eat at home. Talk to the rich, observe, listen. Be good to yourself. Find a financial planner that you can trust and laugh with'

Know your money personality

Save regularly, get out of debt and invest

Entrepreneurship and getting insured

The 2nd Internet and Mobile Marketing Summit 2008

Geek to Me!

MEET THE EXPERTS

INQUIRER

The country's pioneering and longest running job fair series is back for a third quarter blast!

JOB Market LIBRE CAREER EXPO 2008

JULY 24 & 25, 2008 TRINOMA ACTIVITY CENTER

With the participation of established career-building corporations, boundless job opportunities await you in this two-day employment fest

BOOST YOUR CHANCES of getting employed by taking part in these FREE training programs:

1 Conversational English Seminar & Personality and Confidence Development

American English

2 Managing Job Interviews

3 Job Market 101: The Essentials of Finding the Right Job

INQUIRER

ADDED BONUS!

Attend the job fair and take home any of the following freebies:

FREE English and Call Center Training certificates from American English Skills Development Center

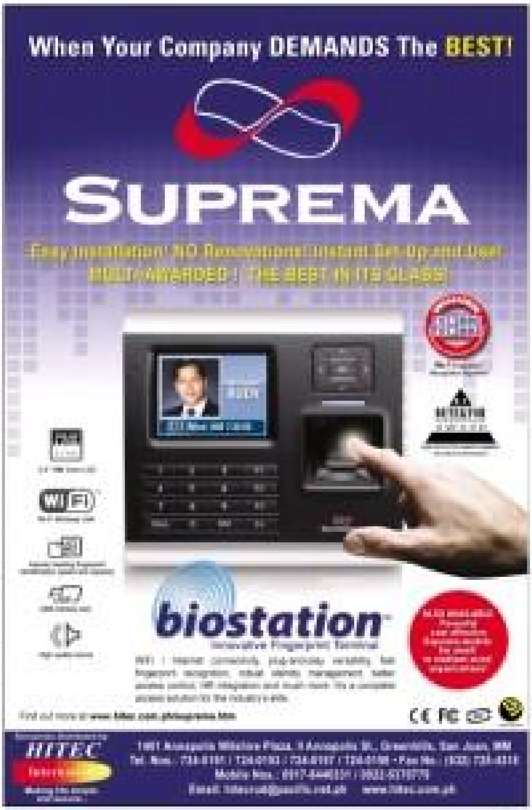
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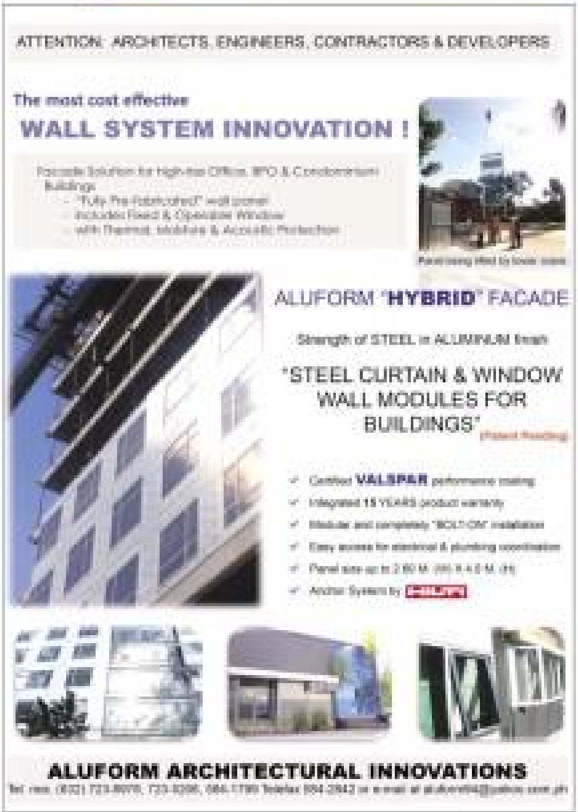
FREE copies of the limited edition JOB MARKET 101 Handbook

Retailing in these challenging times

Financial woes ...

Mapping the Future





BUSINESS Monday

Value innovation logic

MAPping THE FUTURE



Albert T. Villadolid

BUSINESS MANAGERS WHO use conventional logic are often thinking of how they can catch up and stay ahead of their competitors. They focus on building competitive advantages around or beating competition. They pay attention to retaining and expanding their customer base through further segmentation and customization. They make sure that their organizations leverage their existing assets and capabilities.

Moreover, they allow their industries' traditional boundaries to determine their firm's product and service offerings. While all these efforts are sound business measures, management research have indicated that this conventional logic have often resulted in less successful organizations as compared to organizations who use a different kind of logic, the value innovation logic.

More than a decade ago, Professors W. Chan Kim and Renee Mauborgne of Insead completed a five-year study of more than 30 companies around the world. They found out that organizations that use conventional logic were less successful than those firms that use what they termed as the value innovation logic.

The latter group exhibited high growth, and focus less on matching or beating their competitors. Instead, they seek to make their adversaries irrelevant.

Dimensions of strategy

The study identified that the differences between conventional of strategic logic and value innovation logic lie along the five basic dimensions of strategy.

The first dimension of strategy is in terms of industry assumption. Many organizations take their industry's conditions as given. Value innovators, on the other hand, believe and think that industry conditions can be shaped and greatly influenced.

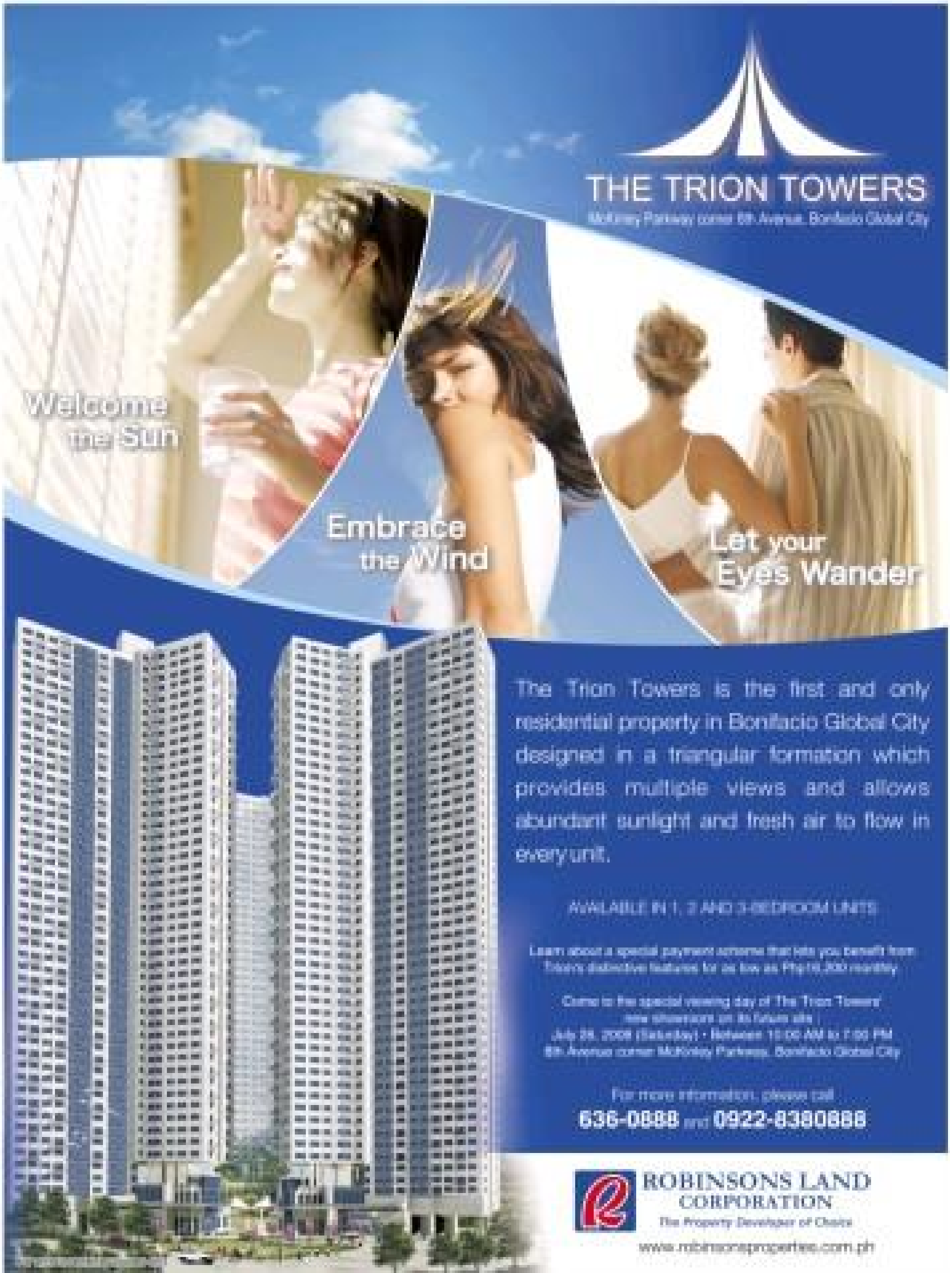
The second dimension is on strategic focus. Unlike conventional logic firms which focus on beating competition head on, value innovators do not use competition as the benchmark but instead pursue a quantum leap in value to dominate the markets that they are in.

The third dimension of strategy is about customers. Value innovators target the mass of buyers and willingly lets some existing customers go, instead of constantly performing expensive segmentation in order to serve different customer segments as what conventional logic dictates.

The fourth dimension of strategy is all about assets and capabilities. While conventional logic tells business managers to constantly make the most of their firm's existing assets and capabilities, value innovators do not allow themselves to be constrained by what they already have. Instead, they frequently ask what would they do if they were starting anew.

This mentality gives them fresh look and new perspec-

MAPPING B2-[illegible]



BUSINESS Monday

JOB Market
YOUR CONNECTION TO BETTER PEOPLE BETTER JOBS



RAMON R. del Rosario Jr.

Sharing wealth may do your company a world of good

By Tina Arceo-Dumlao

Drive your Dream

Don't waste that gas!

Know your car, save the gas

BPI FAMILY SAVINGS BANK

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For the highest volume of overseas remittances generated for the years 2005, 2006 and 2007, the Bank of the Philippine Islands becomes the first bank to be honored with the Bangko Sentral ng Pilipinas' Hall of Fame Award as the Top Commercial Bank for Overseas Filipino Remittances.

BPI dedicates this honor to all our kababayans worldwide.

Maraming Salamat Po sa Inyong Lahat!

BPInoy REMITTANCE

Sharing wealth may do your company a world of good

From page B4-1

the cause of integrating corporate social responsibility into the very fabric of a business.

In an e-mail interview with the INQUIRER, Del Rosario talks about the development of CSR in the Philippines and how an increasing number of corporations are realizing that by helping others, they actually help themselves.

Q: Do you think the practice of corporate social responsibility has changed over the past five years?

Del Rosario: I think the practice of CSR has gained more adherents, and has also grown in scope and intensity over the past five years. I believe the most significant change has been in the integration of CSR into the core of the businesses of some major Philippine corporations. This change has come about, I believe, because the business community has become increasingly aware that if the social problems affecting our country are to be effectively addressed, the business community must play a meaningful role as so much of the nation's resources are in its hands.

The idea has gained acceptance that integrating solutions to social problems into the core of businesses is the best way to ensure the sustainability of those solutions.

Q: Where have CSR efforts been concentrated so far?

Del Rosario: I think CSR projects have tended to concentrate on the areas of poverty alleviation and livelihood creation, housing, education, and environmental concerns. My personal bias is for projects focused on education, as I believe good education is the ultimate means by which our people will gain access to a better life.

> 'Good education is the means for our people to gain access to a better life'

Q: Do you see CSR practice in the Philippines evolving even further? In what direction?

Del Rosario: I am optimistic that socially responsible behavior among corporations will be increasingly demanded by the corporations' own stakeholders—their employees, their customers, and the communities they affect.

My hope is that socially responsible behavior will be increasingly the norm by which leading Philippine corporations will operate, and that other lesser corporations will take their lead and similarly fall in line.

Q: How does the Philippines compare to the rest of the region when it comes to CSR?

Del Rosario: I am pleased to say that CSR is one area where Philippine institutions are playing a leading role. At the annual Asian Forum on Corporate Social Responsibility, held in various Asian cities and now on its eighth year, Philippine participants usually stand out as leading practitioners of CSR.

This distinction, however, may have its downside, as observers point out that countries like the Philippines and India, where poverty is very widespread and government agencies are unable to fully address society's basic needs, provide a fertile environment for CSR.

Q: Have we proven the business case of integrating CSR into the business? Can you cite examples?

Del Rosario: If you will allow a little immodesty, I think the Phinma Group has two examples that demonstrate the viability of integrating CSR into the core of our businesses.

The first is our education business, the Phinma Education Network, where we strive to provide high quality education—defined as education that leads to sustainable jobs—at an affordable cost to the C and D markets, those who need education the most to pull themselves out of poverty.

Our aim is to build a network of about five universities all over the country outside Metro Manila, with an eventual population of some 100,000 students, offering no frills education, where teachers focus on teaching rather than research or publishing, focusing on those courses that best lead to jobs—accounting, engineering, nursing, hotel and restaurant management, criminology and the skills that the market demands, especially English and IT proficiency, and running these institutions as

SHARING B4-3

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JOB Market

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BDO Rewards another first

ONCE AGAIN, BDO PROVES ITS passion for innovation with BDO Rewards, a unique and exciting loyalty program in the banking industry. First introduced in 2005, BDO Rewards is now available to BDO's loyal clients in over 600 branches from the combined network of BDO and EPCI. Its availability redefines the Philippine banking landscape and will definitely make banking a rewarding experience.

BDO Rewards is a proprietary loyalty program especially designed for BDO's valued clients. Unlike most rewards programs that cater to specific products, items or services, BDO Rewards addresses both a member's financial and personal needs. First, the program rewards valued patrons for trusting BDO with all their banking needs. Then by partnering with SM and its affiliates, including Prestige and other retail establishments, BDO is able to give its clients a wide array of perks and privileges beyond their financial needs. BDO Rewards Program is now even more exciting with a new set of perks and privileges made available through its 4-tier program: Emerald, Ruby, Sapphire, and Diamond. This tier system is BDO's way of recognizing a client's level of business with the bank and its partners.

For all the features that it provides, BDO Rewards is easy to understand. Simply open a savings or checking account or apply for a BDO credit card. Members earn points for every qualified banking transaction at BDO which includes points for deposit balances for both peso and dollar savings and current accounts, loans, remittances, and credit card usage, among others. Members with existing cards also continue to earn rewards points until they receive their BDO Rewards card with the new look.

Redemption of points is convenient and easy. Each point corresponds to P1, which can be used to pay for purchases at SM Department Stores, SM Supermarkets and SM affiliates which are all shopping landmarks across the country. A trip to the mall is all it takes for one to redeem his rewards points.

What makes BDO Rewards particularly exciting is that rewards points can be earned whether it is saving for your future, borrowing for your dream home, sending money to your loved ones, or simply paying bills electronically. "This is the beauty of a comprehensive rewards program," said Nil A. Vera, BDO first vice president and head of BDO Rewards. "Our clients get rewarded by going through their daily activities."

Definitely, BDO Rewards is all about nurturing relationships. "This is our way of thanking all those who have stayed with us and inspired us to be the best we can be," concluded Vera.

Vacation haven featured in ANC

THE NEWEST AND MOST EXCITING BEACH resort located at Barangay Balaoi, Malingay, Pagudpud, Ilocos Norte, was featured July 28 in "The Good Life with Cory Quirino" broadcast over ABS-CBN News Channel (ANC). The episode was also shown worldwide through The Filipino Channel (TFC).

Featured in the one-hour lifestyle magazine weekly show was Hannah's Beach Resort, which boasts of fine white sand and offers an array of available water sports activities which a first-class resort can offer.

Both the international Hannah's Beach Resort co-owner Peter Murphy, who revealed the resort as part of Pagudpud's Blue Lagoon, considered one of the best in the world.

Scoring success and never getting bored with numbers



BENJAMIN "Ben" Valdez, partner for audit and assurance at Punongbayan & Araullo

The path to success

Staying successful

Not retiring yet

Passing on the success

Veteran accountant's tips to succeed in corporate world

- Master the basic skills
- Learn well from your job
- Rise to the challenge
- Be resourceful
- Learn to handle pressure
- Don't rely on luck

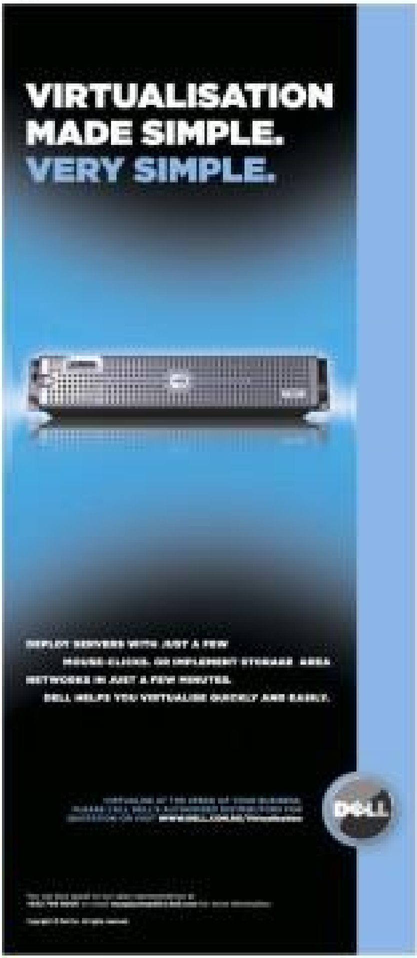
Sharing wealth may do your company ...

HP Philippines appoints Jenny Siquioco as new GM for Imaging & Printing Group



About HP

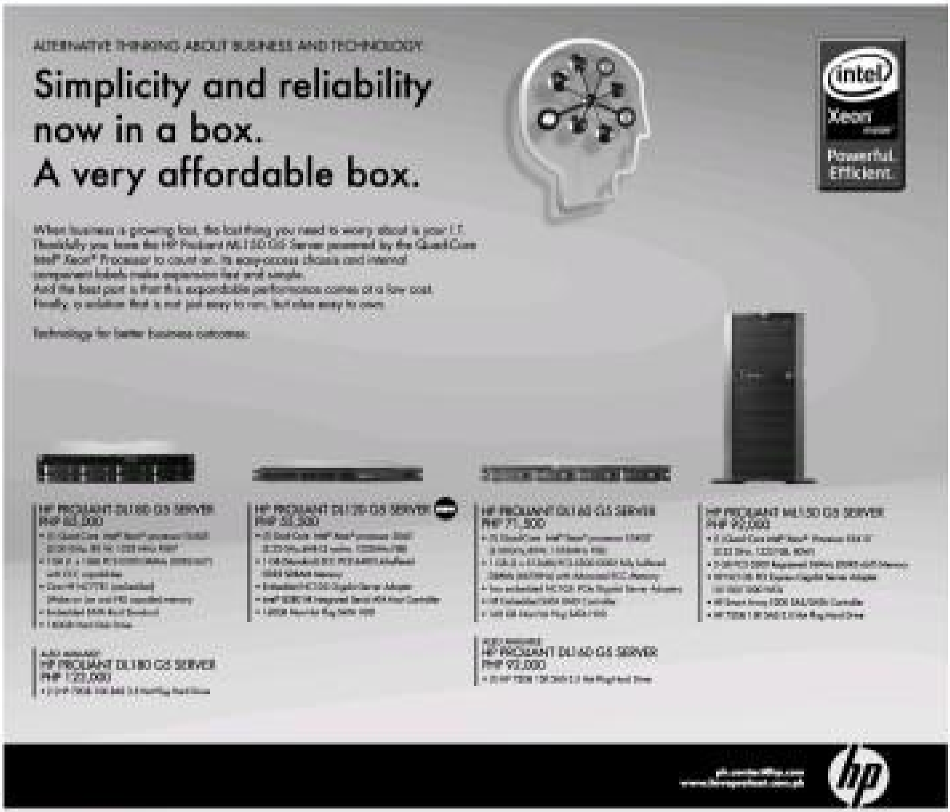
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24-hour ATM card hotline: (02) 896-78-88
Online inquiries: time.deposit@lbcbank.ph



BUSINESS Monday

Wage board tests Japanese productivity plan on Baguio market

5 important things to know before posting your work online



LIFESTYLE Arts & Books



SCULPTOR Ed Castrillo before the brass image of Mary, Mother of the Poor.

EXCLUSIVE

Marian statue, bigger than Liberty, to rise in Batangas

WHAT DO THEY HAVE IN COMMON?
THEY ALL DID IT THROUGH THE RENOWNED TAPALLA WAY
WILMA CRUZ TAPALLA

By Lito B. Zulueta

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Consumed

[illegible]

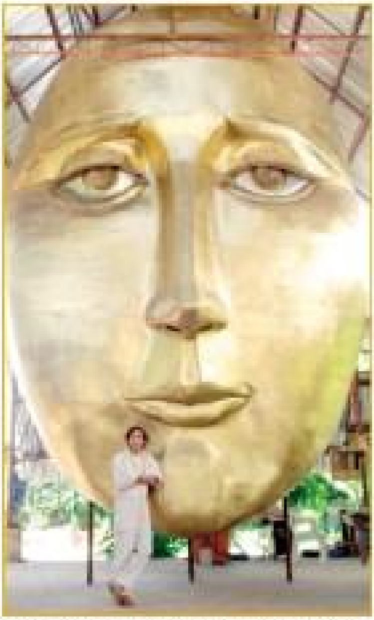
Monumental builder Eduardo Castrillo says that when finished, Mother of the Poor would be 204 ft tall, double Liberty's height



CASTRILLO



Marian statue, bigger than ...



CASTRILLO in his studio in Molino, Cavite. "What a challenge," he says about the engineering requirements of putting up the Marian statue.

Having survived prostate cancer, Eduardo Castrillo considers his Montemaria sculpture a 'devotional' work



CASTRILLO at work in fashioning the hands of Mary. He has made cast-and-welded brass his unique medium. [?]

'Florante at Laura,' the art exhibit



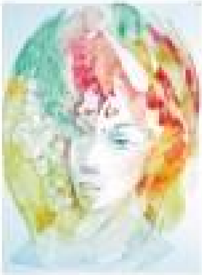




Duldulao at SM Art Center

TERESITA SARMIENTO Duldulao's seventh solo show "The Arms [?] in Her Studio," opens at the SM Art Center (4/L, Bldg. A, SM Megamall, Ortigas Complex, Edsa, Mandaluyong City) on July 16, 6 p.m. National Artist Napoleon V. Abueva and dean Tina Colayco of the UP College of Fine Arts will be the guests of honor. One of the paintings to be featured in the exhibit is "Morning Light," in pastel. Call 6712069 or 09179915249.





"SULAGLAB sa Mayo," by Fil Delacruz



"LANGO ng Buhay," by Janos Delacruz



"UNTITLED," by Hermisanto



Fil Delacruz, Albor, Junyee, Janos in Lipa

THE LIPA Medix Medical Center of Batangas opens today at 10 a.m. an exhibit of the works of top artists Gus Albor, Fil Delacruz, Janos Delacruz, Hermisanto, and Junyee.

The works vary from the surreal to the figurative and the abstract. But all of it explores the relationship between man and nature.

The images show how nature sustains both life and the human soul. They explore the mysticism and devotion of man to understanding nature and life.

The exhibit is in line with the 14th anniversary celebration of the Batangas Hospital and the opening of its new building.

Show runs until Aug. 4.

For inquiries, e-mail

100 Kwentong Peyups



But one day, something out of routine occurred...



Exhibits by young artists

VISUAL ARTS

Tizar at the Drawing Room

Ching at Blanc

Cruz-Garcia at Boston



"Stand Properly" by Marina Cruz Garcia

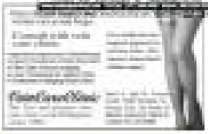
De la Torre at GSIS

Sens art workshops





LIFESTYLE Arts & Books





Martin Nievera, Louie Ocampo team up with New York's MET singers



"BELOVED" founder [illegible] Cojuangco. (See related story on page D3)

By Antonio C. Hila
Contributor

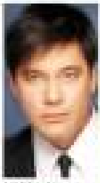
"BELOVED," THE HIGHLY acclaimed musical-cum-fashion show in 2005 that combined fashion and classical singing, will return Oct. 17 at Shangri-La Makati.

This time the concert will be a bit different. While classical singers from New York's Metropolitan Theater will perform again like they did in 2005, they will be joined by popular Filipino talents such as balladeer Martin Nievera and composer Louie Ocampo.

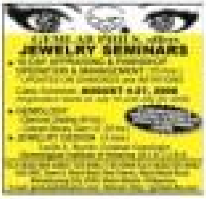
The concert's beneficiary is [illegible] Foundation Inc.

[illegible] Cojuangco, who chairs the fund [illegible]

MARTIN D2



MARTIN Nievera







Thoughts on Golf and Life

By [illegible]

I THINK ANY GUY WHO SAYS THAT LIFE AS a corporate executive is boring probably can't think of anything better to say. Why make the selection?

[illegible]



[illegible]

Martin Nievera, Louie Ocampo team up with New York's MET singers













'Now I just want to give back'

Bringing back the 'harana'







West Lake, buzzing Hangzhou's center of calm



PRIDE OF PLACE

Augusto F. Villalon

Shining pearl







Mystique of place

VISUAL ARTS

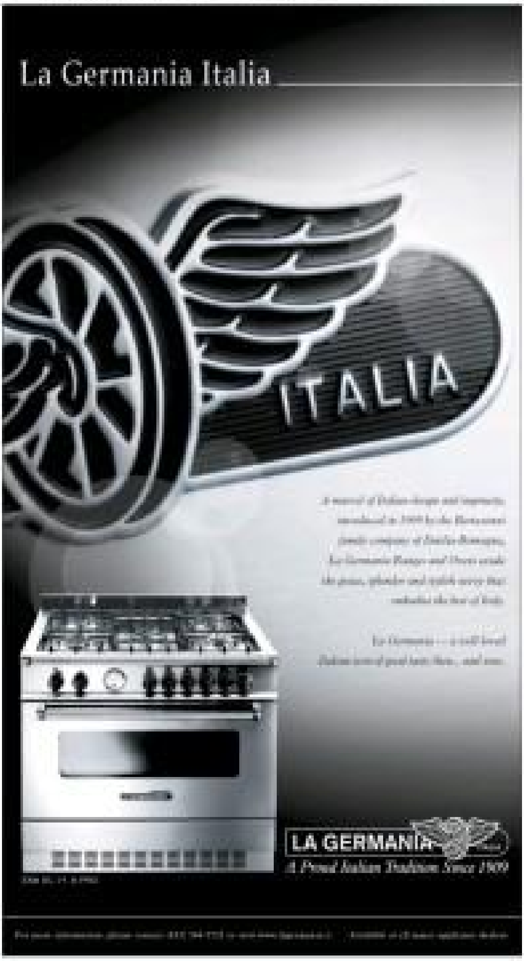
Photo exhibit at Adamson

Rishab in Baguio City



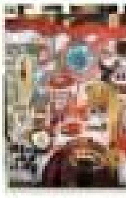
Andrew at Yuchengco

Something Good Cooking in the La Germania Kitchen



Metrobank art semifinalists bared







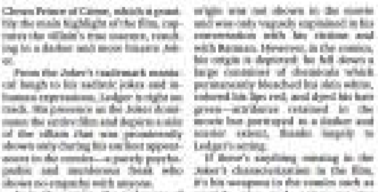
FROM BOOK TO FILM

'Dark Knight' takes Batman to darker realms

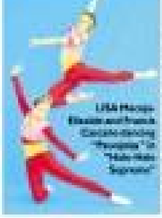




A highly intense and incredibly disturbing take on the comic book fantasy



'Halo-halo' opens Ballet Manila's 13th season



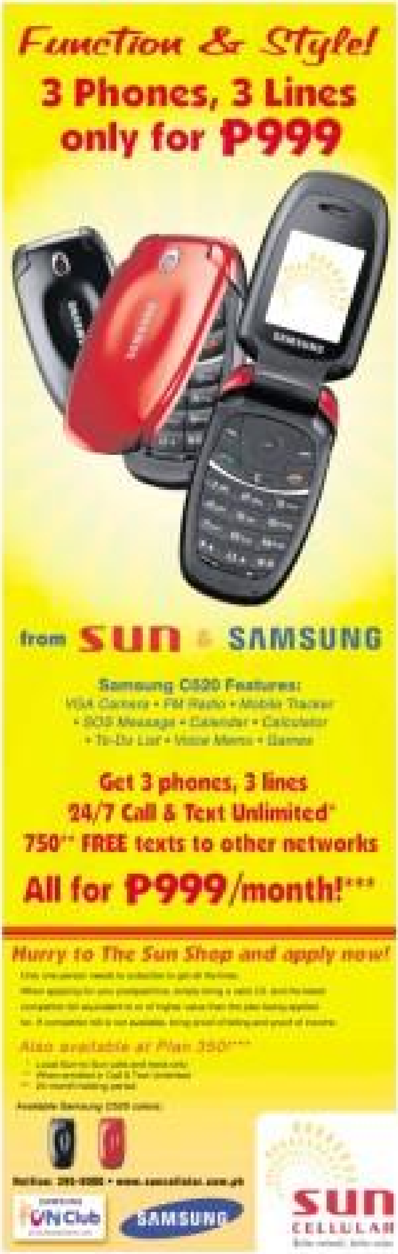


ENTERTAINMENT



The keys to this Alicia





Joke's on the fans!





The best at Sarawak music fest

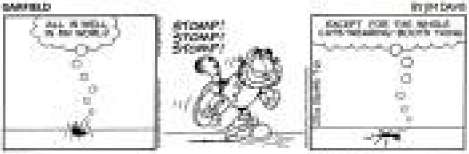
DOLLY WOOD



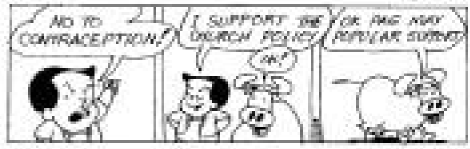
Dolly Anne Carvajal

MTV Asia Awards

GARFIELD — BY JIM DAVIS

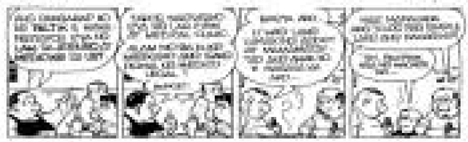


A. LIPIN

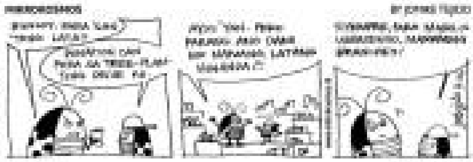




PUGAD BABOY



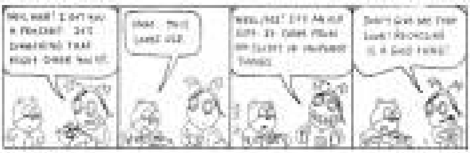


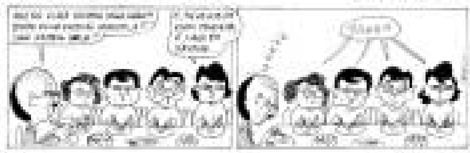


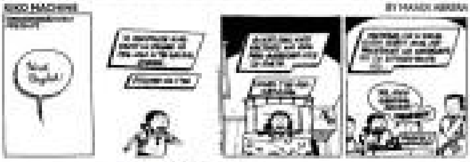


BABY BLUES — BY JERRY SCOTT

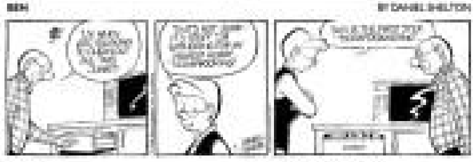




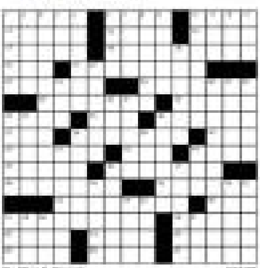




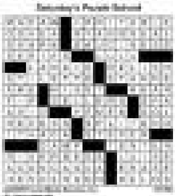
BEN — BY DANIEL SHELTON



DAILY CROSSWORD



Yesterday's Puzzle Solved



HOROSCOPE

BY FRANCIS DRAKE

CONCEPTIS SUDOKU

Conceptis Sudoku — By Dave Green

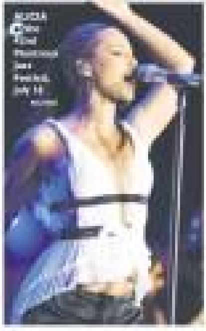
	1			5			4	
4			1		6	7		2
	7	3	2			8		
	9					5	2	
1				7				3
	6	4					8	
		8			7	4	5	
7		6	3		5			8
	2			4			7	

Difficulty Level ★

HOW TO PLAY SUDOKU

Answer to previous puzzle

8	4	6	2	3	1	5	7	9
1	5	9	7	8	6	2	4	3
3	7	2	5	4	9	6	1	8
6	2	8	1	9	3	4	5	7
5	3	1	4	6	7	8	9	2
4	9	7	8	2	5	3	6	1
7	1	3	6	5	2	9	8	4
2	6	4	9	1	8	7	3	5
9	8	5	3	7	4	1	2	6



The best at Sarawak . . .

Cat monuments

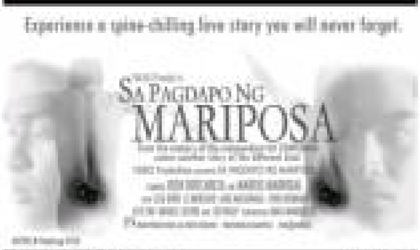
Sea-walking



The keys . . .

POWER PLANT
CINEMA

THE DARK KNIGHT – PG13
THE DARK KNIGHT – PG13
THE DARK KNIGHT – PG13
MAMMA MIA – PG13
THE DARK KNIGHT – PG13
JOURNEY TO THE CENTER OF THE EARTH – G



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ARANETA CENTER EVENTS



SHANG
CINEPLEX

1 DARK KNIGHT
2 DARK KNIGHT
3 DARK KNIGHT
4 MAMMA MIA
HANCOCK
DARK KNIGHT

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ENTERTAINMENT

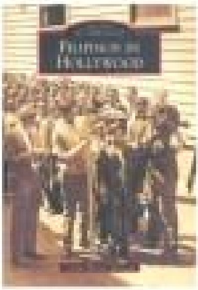


CHEER FACTOR



Booked for H'wood

Documenting Filipinos in the entertainment capital of the world





WALKING TALL

Famous ones



Mega at 30

Bonding time

Miss USA: It was just me

OVERHEARD

SLIMMING WATER

Hydroxydase Mineral Water

MIRACLE DRINK FROM FRANCE

WHAT'S ON AT ROBINSONS





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MOVIEWORLD

ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

GALLERIA

1 THE DARK KNIGHT

2 THE DARK KNIGHT

3 THE DARK KNIGHT

4 HANCOCK

5 THE DARK KNIGHT

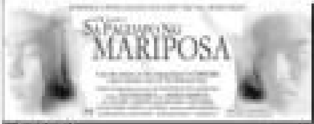
6 THE DARK KNIGHT

7 WANTED

8 Indieflixs: SERBIS / KAMBYO

9 MAMMA MIA!

10 JOURNEY to the CENTER of the EARTH



ERMITA

1 THE DARK KNIGHT

2 MAMMA MIA!

3 THE DARK KNIGHT

4 THE DARK KNIGHT

5 THE DARK KNIGHT

6 JOURNEY to the CENTER of the EARTH

7 HANCOCK

8 KAMBYO / MARIPOSA

9 WANTED

METRO EAST

1 MY MONSTER MOM

2 THE DARK KNIGHT

3 THE DARK KNIGHT

4 JOURNEY to the CENTER of the EARTH

5 HANCOCK

6 THE DARK KNIGHT

7 MAMMA MIA!

8 WANTED

NOVALICHES

1 THE DARK KNIGHT

2 THE DARK KNIGHT

3 MAMMA MIA / HANCOCK

4 JOURNEY to the CENTER of the EARTH

PIONEER

1 MAMMA MIA!

2 THE DARK KNIGHT

3 JOURNEY to the CENTER of the EARTH

4 THE DARK KNIGHT

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MOVIEWORLD

STA. ROSA

1 THE DARK KNIGHT

2 THE DARK KNIGHT

3 ALONE

4 MAMMA MIA!

LIPA

1 THE DARK KNIGHT

2 THE DARK KNIGHT

3 ALONE

4 MAMMA MIA!

DASMARIÑAS

1 MAMMA MIA!

2 THE DARK KNIGHT

3 THE DARK KNIGHT

4 ALONE

IMUS

1 MAMMA MIA! / HANCOCK

2 THE DARK KNIGHT

3 THE DARK KNIGHT

4 ALONE

ANGELES

1 THE DARK KNIGHT

2 MAMMA MIA! / HANCOCK

3 ALONE

4 THE DARK KNIGHT

STARMILLS

1 THE DARK KNIGHT

2 THE DARK KNIGHT

3 MAMMA MIA!

4 WANTED

5 HANCOCK

6 MY MONSTER MOM

BACOLOD

1 THE DARK KNIGHT

2 HANCOCK

3 THE DARK KNIGHT

4 JOURNEY to the CENTER of the EARTH

5 MAMMA MIA!

6 THE DARK KNIGHT

ILOILO

1 THE DARK KNIGHT

2 MAMMA MIA!

3 JOURNEY to the CENTER of the EARTH

4 THE DARK KNIGHT

5 HANCOCK

6 WANTED

Mega at 30

From page F1

just kept jumping and hugging each other."

The [illegible] trip allowed Sharon to bond with her family for 18 uninterrupted days.

She said: "I told Kiko, I'm so shallow. I can stay cooped up in our bedroom for a year and not mind anything at all—just as long as I have my DVDs and books." The show (the 'Caregiver') kept me away from them for almost half a year. That is definitely not right."

Hard work

While shooting in London, she mentioned that she would end the day crying on the phone with Kiko. "I asked my husband, 'Is it okay for me to quit there ba?' I'd like to think I've already graduated (from heroic work ethic)."

When she sees eldest daughter KC busy with work, she said, it reminds her of her struggling days as a single mom, after separating from KC's dad Gabby Concepcion.

"KC grew up watching me work that hard," she pointed out.

She summed up one of the many lessons of her three decades in the biz. "As a parent, you want your children to be well-equipped for life and reality. At the same time, you cannot shield them from pain. I guess, you have to give them freedom to commit mistakes because everyone needs to build a certain kind of strength that can only come from painful experiences."

E-mail: bayanisandiego@hotmail.com

Booked for H'wood

From page F1

[illegible]

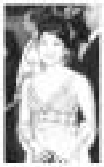
Alex has been cast in TV shows such as "Dharma & Greg," "Desperate Housewives" and "Ugly Betty." Dante has appeared in the theatrical movie "The Debut" and in the Antonio Banderas starrer "Take the Lead." "The Debut," incidentally, was written by two Filipinos, John Manal Castro and Gene Cajayon, who also directed the movie.

[illegible] model-actress [illegible], who expects to work in TV and movie productions soon, after studying at the Lee Strasberg School of Acting in New York.

Little known is Noel "Shaps" [illegible], a Pinoy "martial arts trainer to the stars" who has appeared on episodes of the series [illegible] and "Fashion House."

The book also includes a snapshot of [illegible] Hollywood entertainment columnist Ruben Nepales, with his correspondent wife Janet and their daughters.



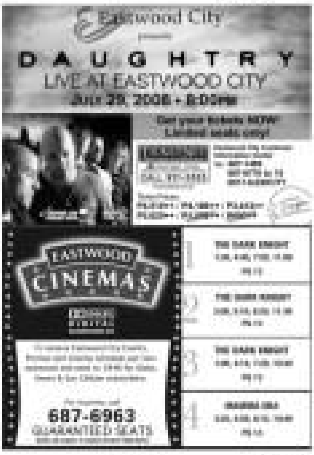


OSCAR nominees actor Ernie Reyes Jr. (L, for the 1987 TV comedy "Sidekicks") and producer Pia Clemente (R), for the short film "Our Time Is Up").

In her introduction, Mossman explains how Pinoys made it past the show: "The new generation of Filipinos today is the product of the hard work and sacrifice of the Filipinos of yesteryears. Beginning as one of the least recognized and least documented Asian ethnic groups in Hollywood, Filipinos today shine in Hollywood's limelight as a big part of the business community, industry and glamour. The earlier generations of Filipinos laid the groundwork, mostly behind the scenes, for today's Filipino-American success."

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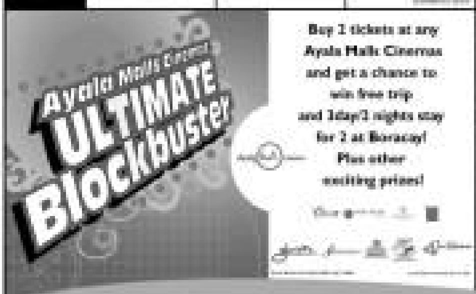


At the Cinemas

Cinema	Schedule
Glorietta 1	1 Journey to the Center of the Earth; 2 The Dark Knight; 3 Wanted; 4 The Dark Knight
Glorietta 4	1 The Dark Knight; 2 The Dark Knight; 3 The Dark Knight; 4 Hancock; 5 Journey to the Center of the Earth; 6 The Dark Knight; 7 Mamma Mia
Greenbelt 1	1 Mamma Mia; 2 The Dark Knight
Greenbelt 3	1 The Dark Knight; 2 The Dark Knight; 3 Mamma Mia; 4 The Dark Knight; 5 The Dark Knight
Alabang Town Center	1 The Dark Knight; 2 The Dark Knight; 3 The Dark Knight; 4 The Dark Knight; 5 Mamma Mia
Ayala Center Cebu	1 The Dark Knight; 2 The Dark Knight; 3 Mamma Mia; 4 Journey to the Center of the Earth
Market! Market!	1 The Dark Knight; 2 Hancock; 3 Mamma Mia; 4 The Dark Knight; 5 Journey to the Center of the Earth
TriNoma	1 Hancock; 2 The Dark Knight; 3 Journey to the Center of the Earth; 4 Mamma Mia; 5 The Dark Knight; 6 The Dark Knight; 7 The Dark Knight

At the Malls

Mall	Event
Glorietta	Formula 1 HTV and Shell Fly Out Promo, July 26; Glorietta Activity Center
Greenbelt	Citibank, July 30-31; Greenbelt Lobby
Alabang Town Center	[illegible] Live! July 26; 6pm; Activity Center
Ayala Center Cebu	[illegible] Tournament, July 25-26; Activity Center
Market! Market!	Laguna Expo 2008, July 23-27; Activity Center
Cinemagic	[illegible]
Ayala Museum	[illegible]
TriNoma	Automatic Center Appliance Fair, July 7-31; TriNoma Activity Center. Bossa Rhythms, July 23 & 30, 7pm-9pm; Level 1, Plaza area





The duel of two genres

By Jayson B. Bricenio
Contributor

INSIDE A WINDOW-LESS FAcility in an undisclosed location, covert operatives frantically pound away at computers to access tactical information and real-time satellite feeds. From her glass-enclosed office, the highest rank character orders an air-strike on foreign soil—a patch of Arabian desert where their lead covert agent is under heavy enemy fire.

You're not watching "24," and it's not Jack Bauer (Kiefer Sutherland) and his team at Los Angeles' Counter Terrorist Unit racing to stop another terrorist attack.

This is the latest GMA 7 prime time offering, the high-tech action series "Codename: Asero." Top-billing Richard Gutierrez and Heart Evangelista with a stellar supporting cast, "Codename: Asero" aims to dazzle and excite local audiences.


RICHARD and Heart in GMA 7's "Asero"

Fresh take

It's a fresh take on a genre long considered dead by many at least on film. But while action has enjoyed prime time exposure via recent series like GMA 7's "Lupin" and ABS-CBN's "Palos," this is by far the most ambitious and appealing, even for viewers who are Hollywood-oriented and more demanding.

A large part of it is due to the show's very contemporary feel, thanks to the use of believable high-tech gadgetry and weapons. It seems the show has spared no expense (by local standards), giving it an authentic feel and almost eliminating a look of "fake-ness" that we've come to expect from local productions.

It's great to see a local production move with the times. Campy, convoluted, and contrived action-slash-fantaserye (and plain fantaserye) have certainly had their 15 minutes of fame.

Still campy

Which is not to say "Asero" is not without a certain degree of campy-ness. What recent local network offering has been spared from this? For "Asero," at least, the camp factor is balanced with believable material.

We feel that this one could capture a bigger audience, maybe school boys fascinated with cars, gadgets, and the like, and older male audiences across a broad demographic who hanker for the good old days when action meant big guns, gizmos, and girls to rumble.

Still, "Asero" tries to have the best of both worlds, by way of maintaining its appeal for traditional prime time audiences. This is where Filipinization comes in.

Scripting is still decidedly "old school." Even when characters such as Michael V's resident computer whiz speak, they are made to speak in Taglish [illegible]. It's still far from realistic. Jestoni Alarcon's cardboard sidekick to Gutierrez's Iñigo Cardenas tries to inject humor, but the jokes often fall flat.

The digital effects are not flawless, but they're a marked improvement from just a few years ago. However, there's still a lot to be desired when it comes to set pieces, i.e., the control center. While painstakingly designed, it still looks like an elaborate play-set.

> Action makes high-tech comeback, but will viewers opt for classic drama?

Requisite romance

Filipinization is also illustrated in the requisite love angle. Thankfully, it doesn't slide back to familiar, syrupy, sappy territory. At least not yet.

As Gutierrez's love interest, Evangelista should be credited for giving the show the "heart" it needs to balance all the action, espionage, and machismo. She displays impressive (though understated) acting, and allows viewers when she's thrown in a predicament.

Also praiseworthy is the evident chemistry in spite of their love-hate relationship. We hope the team-up is sustained, it is more fun to watch than lovers merely going gooey at every turn.

As for Gutierrez himself, the role does not seem to require serious acting. It only demands that he be convincing in his dual role of agent and cyborg. And he is.

Return to drama

Over at ABS-CBN, another genre, much missed by many viewers, has been revived: the drama.

Of course, dramas never left prime time, but often they are either lightweight outings about young lovers, or tiresome murder-and-revenge sob-fests.

So far, "Iisa Pa Lamang" is a successful throwback to the days when drama—especially in the movies—was engaging, thanks to good story lines and compelling plot twists.

"Iisa" has all the hallmarks of a "classic" drama: Claudine Barretto as a poor lass who catches the attention of the handsome, privileged son (Diether Ocampo) of her rich, vile and scheming tormentor (Cherry Pie Picache); "betrayal" that leads to a life of bitterness and misery; a reversal of fortunes where the oppressed becomes the oppressor; and, presumably, a climax that will bring all conflicts to a head.

What makes this series stand out is that it does not slide back to melodrama. Though far from being original, the conflicts and plot twists are executed in such a way that they seem fresh. A good story line, insightful directing, superb acting, and realistic scripting have all contributed to this.

Gabby Concepcion, who's making a comeback, further legitimizes "Iisa" as a drama in the mold of Pinoy classics. Though his well-preserved looks were certainly the first come-on, it's his well-preserved acting chops that elevate the show above regular fare. There's none of the over-acting that hapless audiences have been accustomed to, especially from younger leading men.

Concepcion is subtle, which is more or less how real men are in real life. It's easy to want to watch him even if you're an alpha male and not a gushing female reliving her teens.

Diether Ocampo who, not long ago, was on the verge of showbiz extinction, has found a new lease on life, a chance to re-invent himself as a serious contender in the arena of male leads. And it looks like he's not about to waste the opportunity.

Cherry Pie Picache has consistently lived up to her reputation as a thespian. While not as despicable as Chanda Gil in the latter's heyday, Picache displays just the right amount of villainy so as not to appear like a standard soap opera tormentor.


GABBY and Claudine in "Iisa Pa Lamang"

Familiar territory

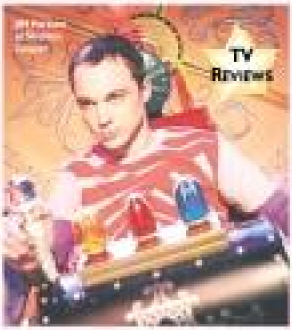
As for the lead star, Claudine Barretto, she's obviously in familiar territory. But despite her prowess and experience in this department, something seems amiss, which is why so far, her character doesn't jump at you despite being the main role. It's easy to sympathize with her, but that's because of the situation more than the character.

Many viewers will welcome the pacing. Watching one episode feels like watching a week's worth.

Overall, "Iisa Pa Lamang" serves its role well. It's the only drama that can be enjoyed by a bigger audience than usual—covering both those who really like soaps and, more significantly, those who usually don't.

So what will it be—action or drama?

"Codename: Asero" is aired after "24 Oras" on GMA 7. "Iisa Pa Lamang" is the current main offering on ABS-CBN's Prime Time Bida block, after "The Singing Bee."



JIM Parsons of "The Big Bang Theory"

Weekly sitcom celebrates nerds

By Oliver M. Pulumbarit
Contributor

FINALLY, A TV SERIES about nerds and "geekly" that "chonoks" and "non-doodes" alike can appreciate.

"The Big Bang Theory," a weekly sitcom about a pair of physicists and their idiosyncrasies, wisely shines a spotlight on the supposedly "unpopular" social fringe.

It's easy to get interested in the lives of roommates Sheldon and Leonard (Jim Parsons and Johnny Galecki), two twentysomethings with contrasting personalities, but with a common love for science and a number of geeky hobbies.

Punch lines

In the pilot episode, they meet a new neighbor, bubbly blonde Penny (Kaley Cuoco), a sexy waitress/aspiring singer who has nothing in common with them. But she doesn't mind hanging out with the brainiacs.

The dialogue has its share of punch lines that refer to behavior peculiarities, pop culture trivia, even scientific and historical facts. The opening theme goes, "Math, science, history/unraveling the mystery/that all started with the big bang!"

The show pokes fun at the "misfits," but gleefully cashes in the considerable contributions of intellectuals to all-bored cultures.

Created by Chuck Lorre ("Two and a Half Men") and Bill Prady ("Gilmore Girls"), "Big Bang" offers insightful situations that illustrate egghead theories and their occasions in societal norms.

Sharp repartee

The cast of characters includes two other science types, the sex-obsessed Howard (Simon Helberg), and Raj (Kunal Nayyar), who can't speak to women unless he's drunk or medicated. Both visit Sheldon and Leonard's place occasionally to play video games or engage in some similar activity.

The distinct personalities make it easy to pigeonhole the characters, while the snappy, sharp repartee makes them all important parts of a bigger whole.

Standout

Still, the character that really stands out is extra-eccentric Sheldon, whose social ineptness and overly logical approach has gotten him into trouble a number of times already. Heck, he's the source of most of the first season's colorful situations, even his friends call him a robot.

Sheldon proudly admits that social relationships "baffle and repulse" him, anyway. Parsons' portrayal is consistently excellent.

The writing's mostly good, although one scene in one episode, which tries to emphasize the boys' lack of nonscientific knowledge, isn't particularly funny or logical. They fail to answer a question about the line memorialized by beloved cartoon character "Penny: I'll bet I can a...?"). Sheldon answers "a Rumsfeld?" Come on! These people love trivia, action figures, DC comic books, and Star Trek, and can't answer that question? Unbelievable. Thankfully, there are few such out-of-character bits.

Traditional pace

The episodes are traditionally paced; each topic predictably spawns problematic situations (usually involving some character's weirdness), but goes off on funny, often clever tangents. For approximately 22 minutes weekly, "Big Bang Theory" delightfully gives its various takes on the nerd, constantly celebrating his extraordinary capacity for understanding and applying useful—and useless—information.

"The Big Bang Theory" airs Fridays, 8:30 p.m., on Jack TV.



'Chuck' finale

THE SEASON finale of "Chuck," with TV's favorite geek-turned-spy Chuck Bartowski (Zachary Levi), airs tonight at 9 on C/S channel.


ZACHARY Levi

Chuck is an ordinary electronics store technician who unwittingly downloads an entire network of massive data into his brain, thus becoming "the Intersect," the government's most precious asset.

Maintaining his cover hasn't been easy for Chuck, whose romance with lovely "The Sandwich Lady" Palone (Rachel Bilson) has been hindered by his secret and genuine concern for those who might get in harm's way like his sister Ellie and best friend Morgan.

WATCH OUT for the first winner of a laptop in the IE Lesson Plan Contest for teachers. The winning lesson plan will be the featured Inquirer in Education study guide on July 29. 5 more laptops to go!

LEARNING

Editor: Chato Garcellano-Fernandez
Email: learning@inquirer.com.ph

Dotcom KIDS



THE CHILDREN OF EAST REMBO IN MAKATI have access to the information highway and have become dotcom kids, thanks to the Intel Computer Clubhouse Network that is housed at the Mater Dolorosa Parish church.

[illegible]

Supportive learning environment

[illegible]



PLAYTIME with Lego toy turns to robotics.

> At the Intel Computer Clubhouse in the Mater Dolorosa parish church, they can surf the Web for homework research

[illegible]

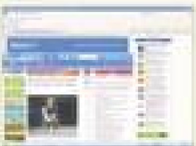
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INQUIRER IN EDUCATION

Digital or on paper?

A lesson plan comparing two versions of the Inquirer





COMPUTERS AND THE INTERNET have had an amazing impact on news reporting and reading in these technological times. [illegible]

Objective

Students will compare and contrast the print and online versions of today's Inquirer.

Materials

Copies of the Inquirer, copies of the Activity Sheet, computer(s) with Internet access

Procedures

[illegible]

Teachers: [illegible]

Activity Sheet

Directions: Refer to the front page of the printed Inquirer and the homepage of the Inquirer online and answer these questions.

A. Front page of Inquirer	B. Homepage of www.inquirer.net
When was this issue printed?	When was the homepage last updated? How does the user know this?
Aside from name of the newspaper, what other information can you find at the top of the front page?	Aside from the name of the site, what other information or features can you find at the top of the homepage?
What other sections of the newspaper are mentioned on the front page?	What other sections are mentioned online? Do they have the same names as in the printed newspaper?
What is the lead story?	What is the lead story?
How many news articles are on the front page?	As you scroll down the homepage, how many headlines do you see?
How many stories contain the majority of text on the front page? How many contain the majority of text on the continuation page?	How much of the content accompanies each headline title? What does the user have to do to read the full article?
How many graphics (photographs, maps, charts, etc.) can be found on today's front page?	How many graphics (photographs, maps, chart, or other visual aids) can be found on the current homepage?
How many advertisements are on the front page?	How many advertisements are on the homepage?
How many news items are international?	How many items are under "breaking news?"

Playgrounds for the MIND

36-year-old Angelicum College continues to grow and innovate



WORK AND TRAVEL PROGRAM FOR ARELLANO STUDENTS



Informatics launches SAP business training, certification course

UP Manila's course on parasitology

Morning Dew invites inspirational speaker to talk on parenting

UP dean is La Salle outstanding alumnus



FAITH upgrades to Genyo V5



LYCEUM, CHRM-PMAP TO OFFER MBA PROGRAMS

Adamson college's official journal



CEU profs get scholarships for graduate studies



UE CBA's knowledge enrichment program

Perpetual Help's 34th commitment rites

Bags and books and buildings, oh my

THE CAUSE DU jour nationwide, it seems, is education, and proof of this is the endless stream of information the Learning section gets from well-meaning corporations doing their bit to help upgrade the quality of learning experience in our public schools.

The venerable Washington Sycip believes we have to first improve the state of basic education in the Philippines if we want to get out of the rut we are in, and we are indeed in a very deep rut politically, economically, socially, environmentally, perhaps even spiritually.

If we have to do it one school at a time, let's do it, Sycip urges.

Well, here is a gallery to prove we are paying more attention to the children in grade schools. Hopefully, these efforts will fire up more companies and people to get involved in the ongoing education revolution.



7-ELEVEN employees and young learners



CEMEX signs up for Adopt-a-School program



CABALEN renovates library for storytelling



FEDEX's road safety project

School supplies, bags for first graders

CEBU PACIFIC (CEB) collaborated with GMA Kapuso Foundation in the Unang Hakbang sa Kinabukasan (UHSK) program. Through UHSK, the foundation's annual school opening project, schoolbags and basic school supplies were distributed to incoming Grade 1 pupils in certain provinces. CEB provided round-trip tickets to the various destinations. Cebu Pacific now flies to 14—soon to be 15—international destinations and has added Tuguegarao, Naga and San Jose (Mindoro) to its domestic routes.

Resto's annual gift-giving in QC school

CABALEN "Eat All You Can, Eat All You Want" Restaurant, through its annual gift-giving project Cabalen para sa Kabataan, donated gift bags to [illegible] students of the [illegible] Elementary School in [illegible], QC. The bags contained food, school supplies, assorted toiletries, toys and educational books donated by National Bookstore. Cabalen president [illegible] encouraged students to read and learn and finish their studies. For the project, now on its [illegible] year, the restaurant sets aside a percentage of every cashier earned in December. Call [illegible].

Car maker donates math lesson guides

THE TOYOTA MOTOR PHILIPPINES Foundation (TMPF) donated recently complete sets of Mathematics lesson guides to 17 public elementary schools in Santa Rosa City, Laguna. The simple ceremonies were attended by Santa Rosa City mayor [illegible] and Toyota [illegible]. TMPF president Dr. David Go said the donation was part of Toyota's desire to enhance the capabilities of teachers in the city. Toyota's adopted school, the Pulong Santa Cruz Elementary School (PSCES), received the lesson guides in 2008. Dr. [illegible], PSCES principal, said the Toyota-adopted school was second in the city in the National Achievement Test for 2006-2007. Go gave the assurance that Toyota, which was celebrating its 20th year in the Philippines, would continue to support education.

"Sorbetero" brings books, not ice cream

GRUPO SORBETERO, the 1-year-old company that got its name from the friendly neighborhood ice cream vendor, brought its first corporate social responsibility project, "Book Trip," to the [illegible] Elementary School in [illegible], Camotes Island, Cebu. The reading program was designed for pupils in kindergarten and Grades 1 and 2. Grupo Sorbetero managing partner [illegible] said they believed education was a great tool for empowerment and for realizing one's full potential. The company is also paying for the education expenses of four students in the same branch of the company's departments.

Literacy, feeding program for street kids

THE PHILIPPINE SEVEN Foundation Inc., through its 7-Eleven stores, has partnered with the Imus Parish Social Action Network in a campaign against illiteracy and hunger among the young. Every Sunday morning for three months now, 7-Eleven employees organize learning activities for children in Barangay Poblacion, Imus, Cavite. The 30 or so children—mostly out-of-school youth—who participate are taught basic literacy, hygiene, art and music. Breakfast, snacks and lunch are provided and the children also get bags of groceries. For more information, call [illegible].

Keeping roads safe for children

SOME potentially dangerous situations children encounter on the road every day are captured on film for the "Safe Kids Walk this Way Photojournalism Project." Combined into a video presentation, the photos are the result of a five-day training session aimed at helping children understand pedestrian safety by illustrating the risks they face. The project is an initiative of the Walk this Way program of Safe Kids Philippines (SKP), a nongovernment organization, and FedEx Express, a subsidiary of FedEx Corp. Fourteen schoolchildren aged 9-14 years old, who participated in the photojournalism project, received lessons in pedestrian safety and basic photography. The best submissions to Safe Kids Worldwide may be included in a global exhibition in the United States in October when the world marks 2008 International Walk to School Day (IWTSD). Visit www.safekids.com.

Firm helps cement kids' future

CEMEX PHILIPPINES Foundation has adopted the Mactan Elementary School in District 3, Naga, Cebu, together with the Antipolo-based Pantay Elementary School, under the Department of Education's Adopt-a-School program. Cemex Philippines president [illegible] said Adopt-a-School gave the private sector the chance to help improve Philippine education. Before signing up with the Adopt-A-School program in 2005, the cement firm donated brand-new personal computers to some schools. Since then, Cemex has adopted six schools in communities where it operates. Apart from Mactan and Pantay, it has signed agreements with the Colawin Elementary School and Sapinit Elementary School in Antipolo, Rizal, and Tagpo Central School and Inayagan Elementary School in Naga. Aiming to help raise the students' academic performance, Cemex repaired and built classrooms, donated computers, and made concrete walkways. It also supported teacher training and gave books to enhance and improve their skills.

New facilities for Leyte Schools of Excellence

THE GEOTHERMAL FIRM PNOC Energy Development Corporation (EDC) inaugurated three new facilities of the Leyte Schools for Excellence (LSE) in the Leyte Gingeri [illegible] of Ormoc City and Kananga town. Inaugurated were libraries and science and speech laboratories in the two pilot schools. The schools also became the latest beneficiaries of the [illegible] Center for Education Development (ACED) and the Knowledge Channel Foundation (KCF). EDC signed a Memorandum of Understanding with the ACED to recommend [illegible] by its new chair Oscar M. Lopez and president/CEO Paul A. Aquino. The Schools for Excellence is a seven-year project under the Department of Education's Adopt-a-School Program.

Award for good hygiene practices

SAFEGUARD, together with the Philippine Association of Medical Technologists (PAMET), has created the Laging Handa Award to honor students with the best attendance record and who practice good hygiene. The award will be given to one student per grade level from Grades 1 to 6 in [illegible] schools nationwide. Teachers will monitor their students and submit nominations based on the following: (1) best attendance record, (2) top grades in class, and (3) good overall hygiene. Award winners, to be selected by a Panel, [illegible] during the respective schools' annual Recognition Day. Winners will get the Laging Handa Certificate of Recognition, Laging Handa school bag, notebooks, a year's supply of Safeguard soap for the family and other items. [illegible] for the last school year. The Laging Handa Awards is part of the Protect [illegible] Hand Washing Program, a hand-washing education program of PAMET, the Philippine National Red Cross (PNRC) and the Medical [illegible] Association (MWA), together with Safeguard.

EUREKA! *Queena N. Lee-Chua*



Meet Liza Morata, soldier nurse

NURSING IS IN DEMAND today—as a stepping stone to a good career abroad. Indeed, the rising and competent Filipino nurse is known worldwide, and nursing schools throng with students with visions of foreign shores.

But Capt. Liza Morata was not one of them.

"I want to serve our soldiers and their families," Morata says. "As a nurse educator, I value the importance of continuous training. I want to spread and enhance the knowledge and skills of our military personnel here."

Morata has chosen to remain and serve in the country she loves.

Courage in spades

The youngest child in a brood of seven, Morata was born to a father who worked as a cashier in a government agency and a mother who was an elementary teacher.

After graduating with a bachelor's degree in Nursing from Capitol University in Cagayan de Oro City in 1992, she became a part-time instructor at her alma mater. Two years later, she joined the military. Soon she became head nurse of the surgical ward of the Air Force General Hospital. Then she transferred to the air base hospitals in Lapu-Lapu City and Zamboanga City.

As a member of the Nurse Corps, Morata underwent training here and abroad, taking courses in the Army Medical Department Center and School at Fort Sam Houston, Texas, among others. Now she is chief of the Nursing Administration and Personnel Management branch, and concurrent chief of the Nursing Service Management branch.

Married with a 4-year-old son, Morata has courage in spades.

Flown different aircraft [illegible], she has performed about 90 air evacuations, saving the lives of some 300 patients, including wounded soldiers during Operation "Final Option" against the Abu Sayyaf in Basilan and Jolo.

As officer of Sector Alpha, she did not waver during the exchange of heavy gunfire between government and rebel troops in December 2001. For her bravery and resoluteness, she received two Military Merit Medals.

Morata's passion, though, is education. She conducts recruitment campaigns for nurses in the Armed Forces of the Philippines (AFP). She helped formulate a teaching manual in standardize health education, and a physical assessment course for flight nurses. She is training coordinator of the Air Force Health Service Mobile Training Team that conducts basic life support and first aid courses among military and civilians.

Last year, she spoke about the AFP Aeromedical Evacuation at an international conference in Hawaii. Through her work, she has strengthened military affiliations with the Philippine National Red Cross.

As mentor to student nurses, Morata joins them in their (mini) flights to check if they can perform safe air evacuations. She also speaks to nursing students.

"I tell them about my experiences, the various opportunities, local and foreign training and, especially, the career and development path of a Nurse Corps officer," she says. "After my talk, I often get a documentary on the Nurse Corps."



CAPT. MORATA. Outstanding Soldier

Morata cites the benefits of becoming a military nurse, starting with the rank of second lieutenant, with commensurate pay. Nurses may also receive combat duty pay, [illegible] pay, flying pay, longevity pay or overseas pay, depending on their responsibilities. They can avail of medical and dental services in AFP health facilities, with [illegible] packages, housing benefits, commissary privileges, financial aid, and educational assistance.

Soldier and healer

When I asked Morata how she reconciled being a soldier (killing if she had to) and a nurse (healing at all cost), she said: "When I joined the Profession of Arms, I was made aware of my duties and responsibilities both as a soldier and as a professional nurse. Since our primary mission is to conserve the fighting strength of the AFP at any circumstance, we are as health care providers to our soldiers in armed as well as their families.

"However, in extreme situations, given a worst-case scenario, we are also taught to defend ourselves against attacks by the enemies and that's the time when we apply the basics in soldiery."

In 2006, she was deemed the AFP Medical Service Most Outstanding Nurse Corps Officer of the Year. She also received the Association of Nursing Service Administrators of the Philippines Annual Award for Exemplary Service in Nursing Practice. Early this year, she was chosen by Metrobank Foundation as one of the Outstanding Soldiers of the Philippines.

Morata is proud of her work as nurse educator. "This means that we do not only touch our patients, but we go out of our way to reach others, soldiers and civilians alike. In the Air Force Nursing Service, most of us are trainers in various courses, so most of the time, we teach in military schools." She teaches Intravenous Therapy, Stress Management, Medical First Responder Courses, among others.

"Teachers must not only share their knowledge and expertise, they should also learn from their students," she says. "Good teachers don't only do the talking, they listen as well. To be respected, teachers should be role models of excellence. They must possess good principles and must strive to learn more, so that they can be locally and globally competitive."

What does this soldier-healer yearn for? "I dream of lasting peace in the whole world," she says. "I also dream of a more cohesive Armed Forces for nation building and development."

E-mail the author at [illegible]@yahoo.com

Predeparture briefing for UK-bound students

THE BRITISH COUNCIL WILL hold its annual predeparture briefing for students bound for the United Kingdom on July 31, 6:30 p.m., British Council, 10/F Taipan Place, F. Ortigas Jr. Road, Ortigas Center, Pasig City. The briefing will give practical information on living and working in the UK. Education counselors from the British Council and representatives of UK universities will make presentations and respond to questions. Those interested to attend may call [illegible] or visit www.britishcouncil.org.ph. The predeparture briefing is free of charge.

3rd Teen Negosyo conference July 28-31

THE DEPARTMENT OF EDUCATION will hold the third YEEB Entrepreneurship Training and Conference or "Teen Negosyo" on July 28-31 at the Teachers' Camp in Baguio City. With the theme "Young Entrepreneurs Taking Charge," this year's event aims to prepare students to take charge of their future by assuming active and responsible roles in entrepreneurial activities. Education Secretary Jesli Lapus said the event also aimed to encourage high school students and out-of-school youth to consider entrepreneurship as a career and to strengthen entrepreneurship education and training. Activities will include plenary sessions, forums, interactive breakout sessions, entrepreneurial showcases and learning sessions, awards, and competitions. Invited to participate are high school students and teachers interested in entrepreneurship and entrepreneurship education. The event is organized by the DepEd Center for Students and Co-Curricular Affairs, with the Philippine Center for Entrepreneurship (PCE), Office of Presidential Consultant on Entrepreneurship Joey R. Concepcion, Department of Trade and Industry-Philippine Trade Training Center (DTI-PTTC), the Mentor's Lighthouse Foundation (TMLF), and Entrepreneurs School of Asia (ESA). Contact the DepEd-CSCA at [illegible].

RATED PG
Are you a parent with educational concerns? Do you have tips to share with other parents? Rants? Raves? E-mail us at learning@inquirer.com.ph

Education begins at home

By Grace Shangkuan Koo, Ph.D.

EVEN AFTER I HAD completed my post-doctorate studies at Harvard Graduate School of Education in 2004, I did not cancel my subscriptions to Harvard-published newsletters.

[illegible]

Importance of family

[illegible]

Parents, educators hold dialogue on child development



[illegible]



Technology shift for all-girls' school

[illegible]

Dotcom kids

[illegible]

Anniversary mural

[illegible]



MENTORS AND LEARNERS make a community of learners at the ICC. Seated at foreground is Jay B. Tolio, Intel's education manager.



MURAL created by the Intel Computer Clubhouse in the Philippines.



GLOBAL mural unveiled during the 40th anniversary of Intel.

Investments in education

[illegible]



COMPUTERS [illegible]